

THE QUILL

August, 1961

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A MAGAZINE FOR JOURNALISTS

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Great electric "power grids" are much in the news today. The idea goes back more than 40 years to the first Interconnecting and Pooling of power by the investor-owned electric companies.

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Keep America Powerful

Weight Controllers Need Sound Advice— Not More Fads!

Obesity Usually Is Symptomatic Of Disease That Needs Treatment

400 Million Pounds Of Excess Weight

If Americans sometimes look tired to you, just consider that we are carrying around some 400 million pounds of weight (a conservative estimate!) that we not only don't need but which, life insurance company statistics suggest, is unnecessarily shortening our life span.

Obesity, often the symptom of psychological distress, is certainly one of the major health problems facing Americans, and it is pitiful to note how the faddists and quacks, as well as many otherwise respectable purveyors of foods and drugs, have jumped onto the bandwagon with nostrums and gadgets that do an amazingly successful job of lightening pocketbooks but seldom accomplish much in actual body weight loss.

There is no doubt that we must give more attention to the problem of weight control, but this concern should be based on understanding of the problem and what medical and nutrition scientists have been able to determine as being proper approaches to solving the situation.

Weight Control Is A Lifetime Task

It seems quite likely that the food habits we develop as small children are as important to future weight control as almost any other factor. If food becomes a substitute for the kind of personal interaction the child needs with members of his family, then he is acquiring the type of food habits that may very easily lead him into the obese category throughout life. It will be doubly difficult for him to beat the weight problem later in life also.

Food, of course, is much more than stoking the furnace to provide immediate energy. In all societies certain rituals develop around food consumption. There have been societies, too, in which obesity was a symbol of high status and affluence, and doctors in this country still find some traces of this kind of thinking when they must treat infants who have been overstuffed with food to make them fat.

Mass Media Play A Key Information Role

In a study of consumer attitudes conducted for the American Dairy Association in the spring of 1959, Alfred Politz Research, Inc., reported that newspapers and magazines, and to a lesser extent radio and television, play a very important role in providing information about diets, usually for weight reduction. About 46% of the total national sample of adults interviewed indicated they had obtained diet information from non-professional sources. Of this group 37% reported they found their information in newspapers and magazines and that 22% of them actually took some diet action.

In the case of radio and television 28% of the group who ob-

tained information got it from these media, and 14% took some action.

This, of course, reaffirms the importance of the mass media as sources of health and food information. This also stresses the tremendous responsibility which the media must assume and practice in disseminating health and diet information.

Faddists and Quacks Don't Help Health

Much too often the food faddists and health quacks, making sensational charges of one kind or another, seem to be far more successful in gaining attention than do the professionals in health and medicine and nutrition whose advice is much more cautious and not nearly so dramatic. The mass media can help the American people avoid the oftentimes dangerous advice offered by the quacks and faddists by checking sources of information more closely.

Weight control is not a simple matter of going on a crash diet. It is a lifetime project and should be one that is carefully planned with the obese person's physician or a well qualified nutritionist. Frequently the psychological problems of which the obesity is a symptom must be solved first. People who eat to satisfy other than food needs will not be helped, may, indeed, be harmed, if they adopt the on-again, off-again crash diets which are so popular in the mass media.

Building Health Is Everyone's Job

Good health is a precious possession which is available to most of us if we will follow certain rather simple rules. Eating a well balanced diet that contains only enough calories to supply daily energy needs is one of these rather simple rules that is so easily violated. However, it is entirely possible that more people could be influenced to eat properly if all of us—the food industry, the medical profession, and the mass media—work together to explain the facts and avoid the temptation to profit from temporary fads.

Providing people unsound diet information may attract attention, and it is no crime in most circumstances. However, all of us certainly should let our consciences be our guide and ask: will this promote good health, or is this merely another passing fad or fancy that will probably do more harm than good?



american dairy association

Voice of the Dairy Farmers in the Market Places of America

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CARTOONIST OF THE MONTH

Since 1937 **Robert York**, Pulitzer Prize-winning cartoonist, has been an editorial cartoonist for the Louisville, Kentucky, *Times*. A native of Iowa he grew up in Des Moines, where he used to haunt the studio of J. N. Darling in the Des Moines *Register*. He attended Drake University and later studied at the Chicago Academy of Fine Arts. He



Robert York

worked for several years with Carl Ed, creator of the "Harold Teen" comic strip at the Chicago, Illinois, *Tribune*. In 1936 he became a cartoonist for the Nashville, Tennessee, *Banner*, and a year later joined the Louisville *Times*. He served in the United States Air Force in World War II. He is a member of Sigma Delta Chi and of the Association of American Editorial Cartoonists. He won the Pulitzer Prize for editorial cartooning in 1956. He is married and has a ten-year-old daughter who is interested in art.

NATIONAL OBJECTIVE: "SEEK TALENT FOR A PROFESSION WHICH THRIVES ON TRUTH, TRUST AND FREEDOM"

THE QUILL

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On the Cover: This dramatic scene from the courtroom drama which was one of the highlights of the Amarillo, Texas, Globe-Times' crusade that won the newspaper a Pulitzer Prize, was photographed by Richard Pipes, a staff photographer. The witness, Mrs. Jo Ann Schultz, fainted on the witness stand. She is shown here being comforted by her husband.

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THE QUILL for August, 1961

EDITORIALS

Censorship

CENSORSHIP is not new. I am sure the editors of the *Acta Diurna* had their problems with government officials in ancient Rome and every generation of editors since then has struggled with the problem. It operates under many disguises, and part of the problem is that sometimes we do not recognize the disguise. Information to which the public is entitled can be withheld at the source. We have had many examples of this insidious form of censorship since World War II at all levels of government in this country.

It is interesting to note that a sophomore at Seattle University, writing in *The Spectator*, a student newspaper, put her finger on one of the dangers of this form of censorship in a democracy. Miss Judy King in an open letter to President Kennedy, commenting on his plea for voluntary censorship in the interest of national security, made this statement:

"A decision based on censored information can be as erroneous as a decision based on a lie. Freedom needs knowledge to live, and knowledge demands truth, not half of it, but all of it."

- This truth is one that newspapermen have always known. Rumors are always worse than the facts and in the absence of facts, rumors inevitably flourish. The truism applies whether it is an attempt to suppress an epidemic in your town or bungling in high places.

Another form of censorship is by intimidation. Melvin Mencher, faculty adviser to a university newspaper, discusses this subtle form of suppression in his article in this issue. Campus editors are constantly made aware of this threat. I do not mean to suggest that all campus newspapers are subject to censorship. It is to the credit of some administrators in higher education that they respect press freedom, but they are in the minority. Too often a college editor is expected to emulate the three monkeys who hear no evil, see no evil and speak no evil.

A third form of censorship can frequently be found in Washington. It is the practice to "leak" a story to a favored reporter and then to disclaim responsibility if the public's reaction is unfavorable. This was a favorite device of the late Theodore Roosevelt and it has been developed into a fine art in recent years.

Closely related to it is the censorship which seeks to guide the news by handouts, relying on the reporter's inertia to keep him from probing behind the handout to get the complete story. This practice has mushroomed in recent years. It is when newsmen dig behind the handout that we get the reaction depicted in Robert York's cartoon.

- Too often, however, we forget the other side of the coin. The press can be as free as its own initiative, perseverance and sense of responsibility make it. The history of American journalism is replete with examples of this truth. Sigma Delta Chi, through its Freedom of Information Committee, has been in the forefront in the fight to eliminate the barriers of censorship. Its members then have the obligation to make effective use of the freedom they have.

In the debate over the President's request for voluntary censorship, as in all other aspects of the issue, responsibility is a key word. A campus editor, as well as the editor of a metropolitan newspaper can have more freedom if he



Drawn for THE QUILL by Robert York, Louisville, Kentucky, Times.

"These Stupid Newspapers and Magazines Print Every Stupid Thing I Do!"

insists on responsible and accurate reporting and fair comment. The Bill of Rights guarantees freedom of the press, but the courts, as well as our profession, recognize the validity of the responsibility of the press.

Campus Journalism

THOSE who have not had occasion to examine the collegiate press in recent years are in for a pleasant surprise. Campus newspapers and magazines today measure up to professional standards. They are vigorous and progressive. Campus editors are not shackled by tradition and are willing to try new ideas in makeup, in news writing and in the use of pictures. Some of the ideas, particularly in makeup, that are in general use originated on the campus.

- In this issue, Melvin Mencher discusses one of the problems of the campus editor. He has others, and like his counterpart in all phases of publishing, high production costs and financial support are among his most pressing worries. His success in solving them offers an impressive example to those of us who are inclined to take a pessimistic view.

I can think of no job which offers a greater challenge or as much satisfaction as that of a college editor. We need more good ones, and we need to pay more attention to our collegiate press.

CHARLES C. CLAYTON



WILLIAM FRANCOIS

HOW THE COURTS STAND

On Trials

By WILLIAM FRANCOIS

"I deplore . . . the putrid state into which our newspapers have passed, and the malignity, the vulgarity, and the mendacious spirit of those who write them. . . .

"It is however an evil for which there is no remedy; our liberty depends on the freedom of the press, and that cannot be limited without being lost."

Thomas Jefferson

JEFFERSON did not have a high regard for the newspapers of his time; neither, it would seem, do the Justices of the United States Supreme Court if the contempt of court cases they have reviewed are any indication. Yet this court has been the bulwark of freedom of the press—preventing any extensive erosion of the First Amendment. Just how long it will stand in the way of a crackdown on irresponsible journalism is anyone's guess, but stand in the way it has.

There are some judges who would lower the boom on the press if the opportunity presents itself. There are some journalists who are preoccupied with a fear of this contempt power. But the decisions of our highest court make it clear that this vast summary power of judges, which unchecked could be used to curb the press, has been diminished greatly.

• Are newspapers vulnerable? An examination of the record shows they are not. In fact the United States Supreme Court has expressed fear that its decisions may have immobilized judges from taking this kind of action.

The Court's historic decisions should be widely publicized. So should the conflict between pre-trial coverage and the rights guaranteed a defendant under the Sixth Amendment and the due process clause of the Fourteenth. This is a growing conflict—one that eventually will have to be resolved. If the press does not take steps to put its own house in order, the judiciary will be forced to do it. The facts support such a conclusion.

The conflict, simply stated, is that newspapers are publishing confessions, lie detector results, past criminal records of defendants, statements by police and prosecutors before the accused is ever brought to trial. Yet much of this "information," disseminated to so many people via modern communications methods, is not admissible as evidence. Obviously this means that a defendant's right to a fair trial has been nullified.

• No less a newspaper than the *Chicago Tribune* has stated: "The *Tribune* advocates and will accept drastic restrictions of this preliminary (pre-trial) publicity. The penetration of the police system and the courts by journalists must stop. With such a law there would be no motivation for it. Though such a law will be revolutionary in American journalism, though it is not financially advisable for newspapers, it still is necessary. Restrictions must come."

As long ago as 1936, Sir Willmott Lewis, Washington correspondent for the *London Times*, told American Bar Association delegates: "I think it intolerable, and I cannot think that it should not be punishable, that a charge

lying against any citizen should be irresponsibly tried in the public print, whose plain duty is the reporting, and not the hearing, of cases."

Most of the inadmissible "facts," of course, come from police officers and prosecutors, but the damage is caused by the publication; hence the newspapers are ultimately responsible. And, on too many occasions, newspapers have assessed these "facts" and rushed into print stating, sometimes without even bothering to qualify it, that a defendant or accused person is guilty.

• What yardstick does the United States Supreme Court use in striking down contempt action by state and federal judges? And what are the prospects for future contempt citations?

"Clear and present danger" is the doctrine now applied by the Supreme Court to determine if a newspaper has interfered with the administration of justice and, therefore, is punishable for contempt. This is a broad interpretation of the First Amendment protection of freedom of press and the Fourth Estate should use the time thus gained to meet the problem of responsibility head-on before the states invoke specific laws (such as the one proposed in Florida to make it unlawful, prior to a trial, to publish that a confession has been obtained). The Supreme Court has indicated that it would be cognizant of specific laws and/or constitutional amendments which deal with guarantees of a fair trial and the orderly administration of justice. What it has curbed is the exercise of broad contempt powers.

and Errors

Every journalist should be aware of those cases which stand as milestones in the fight to keep the First Amendment fully operative. There have been a number of them within the past two decades.

A résumé of the most noteworthy ones follows:

1. Probably one of the worst examples of press interference with the trial process is shown in *Shepherd v. Florida* (341 U.S. 50). This case involved the arrest of four Negroes who were later convicted of raping a seventeen-year-old white girl in Lake County, Florida, on July 16, 1949. Newspapers published statements before the trial that the four had confessed and a cartoon was published showing four empty electric chairs, carrying the caption: "No Compromise—Supreme Penalty."

In its April 9, 1951, decision which reversed the convictions, the justices stated:

"This Court has recently gone a long way to disable a trial judge from dealing with press interference with the trial process, and the Court, by strict construction of an Act of Congress, has held not to be contemptuous any kind of interference unless it takes place in the immediate presence of the court, the last place where a well-calculated obstruction of justice would be attempted. No doubt this trial judge felt helpless to give the accused any real protection against this out-of-court campaign to convict. But if freedoms of press are so abused as to make fair trial in the locality impossible, the judicial process must be protected by removing

the trial to a forum beyond its probable influence. Newspapers, in the enjoyment of their constitutional rights, may not deprive accused persons of their right to fair trial. These convictions, accompanied by such events, do not meet any civilized conception of due process of law."

Justice Jackson, who wrote the opinion, added: "The case presents one of the best examples of one of the worst menaces to American justice."

Precedents cited by the Court in this case were: *Craig v. Harney*, 331 U.S. 367; *Pennekamp v. Florida*, 328 U.S. 331; *Bridges v. California*, 314 U.S. 252, and *New York City v. U.S.*, 313 U.S. 33.

• The ruling is notable for two reasons: Even when confronted by obviously contemptuous behavior (interference with the orderly administration of justice), the judge is powerless to deal with it. What alternative is there? The trial procedure must be moved, the justices said. But in this day of modern communications and sensational murder cases is this a workable solution? Sensationalism can follow a trial over the length and breadth of the country, and pre-trial coverage can out-distance the probable influence of local newspapers.

The basis for this view lies in another important case:

2. The managing editor of the *Los Angeles Times* and the *Times-Mirror Company* were fined a total of \$600 for publication of three editorials. One of the editorials concerned two labor union members who had been found

BEHIND THE BYLINE

William Francois worked for ten years on newspapers in Indiana, Ohio and Idaho before becoming an assistant professor of journalism at Marshall University, Huntington, West Virginia. As a freelance writer, he has contributed to such publications as *The Reporter*, *VFW Magazine*, *Popular Gardening*, *Popular Boating*, and Sunday magazines of the *New York Mirror* and *Louisville Courier-Journal*.

He has been with the *New Castle, Indiana, Courier-Times*, *Idaho State Journal* at Pocatello, and as assistant city editor and assistant news editor for the *Dayton, Ohio, Journal Herald*. This article was written after Francois attended Northwestern University's "Short Course in Crime News Reporting and Analysis."

guilty of assaulting non-union truck drivers. It stated: "Judge A. A. Scott will make a serious mistake if he grants probation to (the two defendants). This community needs the example of their assignment to a jute mill."

• In the contempt action, the trial judge found an "inherent tendency," and the State Supreme Court a "reasonable tendency" on the part of the newspaper to interfere with the orderly administration of justice in an action under consideration by a court.

In its historic decision, the United States Supreme Court reversed the conviction (*Bridges v. California*, decided December 8, 1941). The Court stated, in part:

"It is to be noted at once that we have no direction by the Legislature of California that publications outside the court room which comment on a pending case in a specified manner should be punishable. As we said in *Cantwell v. Connecticut*, 310 U.S. 296, 307-308, such a 'declaration of the state's policy would weigh heavily in our challenge of the law as infringing constitutional limitations.' But as we also said there, the problem is different where 'the judgment is based on a common law concept of the most general and undefined nature.' For here the Legislature of California has not appraised a particular kind of situation and found a specified kind of danger sufficiently imminent to justify a restriction on a particular kind of utterance. The judgments below, therefore, do not come to us encased in the armor wrought by prior legislative deliberation.

"... What finally emerges from the 'clear and present danger' cases is a

(Turn to page 18)

Which Comes First: Check or Byline?

By ROLAND E. WOLSELEY



ROLAND E. WOLSELEY

ONE of my former students, some years ago, sold an article to the *Reader's Digest*. After he had received his big check, Chuck wrote to tell me of what had happened to his biggest sale up to that time. The piece, he said, was scheduled for a certain issue and he already had seen the proofs.

But when the magazine was on the stands it was devoid of Chuck's article. The next issue also was lifeless, so far as he was concerned.

During the same month I saw a friend who is on the *Digest* staff and asked him about the article. It was still alive and would be used, he thought, so I wrote Chuck this good news to encourage him. In his reply he made this comment: "I try to take the professional writer's attitude of not really caring whether it's ever published but I'm not successful in the deceit."

We both waited awhile longer, but the article was never published. The incident, however, set me to thinking about Chuck's observation. As I see it, his comment can have only two meanings: Either that the only really important matter is the check, or that what is of most consequence is to get the writing out of your system. Publication, under either view, is secondary.

- It would seem wise for a writer to come to some conclusion about this matter; it may affect both his work and his happiness during his professional life if he does not. Let's look at some of the considerations.

Chuck possibly wants to believe that the professional writes only or mainly for money. That motive, he appears to

say, is the true mark of the big time author. Evidently someone once said to him: "Get your dollars while you can, boy. Leave influence, self-expression, personal satisfaction, self-fulfilment, and other such reasons for writing to the impractical dreamers. That stuff's for the birds."

Writers who say that—and there are plenty of cynics in New York's journalistic society and Hollywood's film and television world—see their occupation as if it were as cut and dried, or as commercial as manufacturing vacuum cleaners. But even the best rug sweeping machine manufacturers want to know how their product is used, if for no other reason than to avoid mistakes, and therefore enclose a questionnaire form in the carton with the new cleaner and all its gadgets.

When I talk to one of these money's-my-only-yardstick writers long enough, I enjoy getting below the skin. Usually I find that there really is concern for publication but that the writers have become such hacks that they have lost interest in having influence, doing something worthwhile with their writing, or some of the other motives possessed by writers. Publication strikes them as unimportant—so they say—because what they write and where it appears often is essentially unimportant.

Their attitude is adopted, at first, as a defense against the hazards of the journalistic and literary life. This surface detachment helps a writer stand the disappointments bound to occur throughout his professional career. I can understand how this veneer of indifference to publication may seem necessary to a busy free-lancer. But I

believe it is not needed and that to cultivate it early in a writing career is an especially serious mistake.

Publication is an extension of oneself. Just as it is gratifying, it also can be disillusioning. The sensitive writer shrinks from the misunderstanding of what he has written which sometimes follows publication; it shows in certain of the reviews, or in the letters to the editor, or in correspondence directly with the writer.

- Occasionally a writer sells articles or short stories to editors who pay at once for them but then do not publish them. Often this failure is for perfectly understandable reasons, such as a change in the climate of opinion in the nation or too large an inventory. Nevertheless the writer is inclined to become a bit cynical about editors, and his defenses start abuilding.

If he also places some of his material with editors who do not pay on acceptance but only on publication and then has the misfortune to go unpublished, the writer becomes still more hard-boiled about it all. If this experience is repeated—as it is likely to be when he writes for some of the less well-managed and more overcrowded small publications—he surrounds himself with a shell of indifference which at first is actually only assumed. And, most of the time, I think, it really is only a pose.

I remember talking once to a veteran writer who reviews books for the *New York Times Book Review*, one of the few publications of the sort that pay decently for such critical writing. She (Turn to page 31)

Why New Dailies Fail

By CHARLES BERNSTEIN

WANT to start a new daily?

Well, drop the idea fast unless you have plenty of money, know just what to do with it, and are willing to lose some of it. Also, be prepared for a long struggle.

- It is harder than ever to keep a new daily going today. (Of course, it's no picnic keeping an old one going either.) A new weekly has problems, too, but costs aren't nearly as high.

Production costs for dailies have soared. Competition from all forms of entertainment is severe. Mergers are the order of the day. It is exceedingly difficult for a new daily to buck all this. What, then, does it take? Well, the only sure answer is what it doesn't take—mediocre management. Research and interviews with publishers, editors, and business experts reveal some interesting points. The question of new dailies leads to a discussion of what's right or wrong with the entire newspaper business.

One of the first conclusions is that many leaders in the field are afraid to admit there is such a thing as failure, afraid to discuss it, or apparently afraid any information they divulge might be used to advantage by opposition newspapers. Many of those queried declined to express any opinion whatsoever.

Fortunately, some leading experts did take the trouble to discuss the subject in detail. These experts blamed mediocre management or just plain mismanagement for the large number of failures.

"The time when mediocre management could run a newspaper is past," declared Dr. Jules I. Bogen, noted economist and former editor of the *Journal of Commerce*. "Even given the right market, it takes smart management to succeed."

Rising production costs since World War II—especially for newsprint—have made it even harder. Rising costs of circulating the paper in a wide area in a short time haven't helped.

Robert M. White II, publisher of the Mexico, Missouri, *Ledger* and former president and editor of the New York *Herald Tribune*, called time to read newspapers the number one competition in all markets. "It's not entirely competition from other papers or other media," he said, "but rather the modern patterns of living that are vying for the time of today's reader. This includes all forms of entertainment."

Only nine newspapers in the United States were listed as having officially gone out of business in 1960. This figure has kept decreasing from a high of twenty-two in 1956. Yet, less papers

are folding now because less papers are starting. It should be noted that the many mergers and discontinuances where the publisher pays his creditors but loses his capital are not officially listed.

The reasons for the failures are illuminating. Dun & Bradstreet lists as the apparent causes:

- Forty-eight per cent inadequate circulation and advertising volume, thirteen per cent receivable difficulties, twelve per cent heavy operating expenses, eleven per cent excessive fixed assets, eleven per cent competitive weakness, one per cent inventory difficulties, one per cent poor location, one per cent bad habits, two per cent poor physical health by management, and two per cent marital difficulties! (Apparently financial disagreements between husband and wife.)

More illuminating are the real causes listed by Dun & Bradstreet:

Forty-five per cent incompetence, eighteen per cent lack of managerial experience anywhere, eighteen per cent managerial experience not well rounded enough, fourteen per cent lack of managerial experience in the newspaper field, four per cent neglect, and one per cent fraud.

Thus economic difficulties are almost entirely the surface cause and mismanagement the underlying cause.

To put the matter in proper perspective, it should be noted that the surface and underlying reasons for failure in other businesses are about the same as in newspapers. In fact, the failure rate in some businesses such as retailing is far higher than in newspapers.

- "You're taking a great chance with capital whenever you start any new enterprise," said Thomas B. Tighe, general manager of the Asbury Park, New



CHARLES BERNSTEIN

Jersey, *Press* and instructor of a newspaper management course at the Columbia University Graduate School of Journalism. "It's difficult to start a new bank, a new church, a new anything. But there are still great opportunities if the new enterprise has the right market and moves in the right direction."

Discussing the newspaper trend toward mergers, Tighe said the entire economy is tending toward this point. Thus newspapers have many similarities to other businesses. But more important, newspapers are unique in the business world. Three basic factors distinguish them from other businesses:

They have negligible fixed investments; they do not lend themselves to automation, and they do not require a large amount of money to start although considerable money is needed to keep them going.

"The rewards for newspaper success are high," said Dr. Bogen, "but the penalties for failure are severe. The only fixed investments of most newspapers are items like rolls of paper. Therefore, the earnings potentially can be much higher than in other businesses. But a publisher has nothing tangible to sell. He can't liquidate inventory. His chief investment is in the intangible good will of his readers which is built up only by pouring money into improving the paper."

Newspapers are a highly individual business. Dr. Bogen called their inability to mechanize like other industries the chief factor in rising production costs. He said owners who go into the business as a hobby add to the failures. "Newspapers have always had a glamorous appeal. They attract many inexperienced owners who just want a hobby or prestige. This can be done because a large plant and large amount of equipment are not necessary to start."

"First you must recognize the need and then you can concentrate on creating a good newspaper—one that meets the need," said White, who has conducted several studies for newspapers on what makes a daily tick.

• Bennett H. Fishler, publisher and editor of the Ridgewood, New Jersey, *News, Inc.*, newspapers, who has frequently been asked for advice by publishers, warned against evaluating a situation too fast when deciding whether to start a new paper.

"A market could have a huge per capita income," said Fishler, "everybody could say they want a new paper, and the whole situation could look perfect. But you've got to look a little further than the surface. Such markets sometimes turn out to be completely hopeless for a new paper because of

BEHIND THE BYLINE

Charles Bernstein was a reporter for the Westchester County, New York *Daily Trader*, which folded in November, 1960. "This got me interested in finding out why these things happen," he said. He has a master's degree from the Columbia University Graduate School of Journalism and is now a reporter for the Bergen County, New Jersey *Record*. He was formerly media director of Byrde, Richard & Pound Advertising Agency in New York City. An article he wrote on television coverage of the courts appeared in the December, 1960, issue of *THE QUILL*.

any number of factors that are hard to control."

• Decisions on starting should be based on cold, hard facts. First, there must be a good retail market in the area. "A medium-size paper couldn't possibly survive without it," Tighe stressed. "The bulk of advertising is retail—especially at the start."

Tighe urged publishers to "look at the shopping habits of the people in the market area. See what the big days are and whether shopping habits change. See where the competition comes from. Radio or television? Outdoor advertising? How is the advertising dollar being divided now?" When deciding what area to cover, a newspaper should look for a compatible social community, a political entity with common interests and bonds. "This could be a town, a county, or an area around a well-established shopping hub," Tighe said.

Growth must be gradual, he warned. "As news opportunities develop, coverage can be expanded. You must be resigned to the fact that you can't get rich quickly. You should have so many dollars set aside to buy the plant and so many dollars for working capital. Live within operating expenses." Tighe said any newspaper operation must be budgeted for a two to five year loss. "This budget should be based on a minimum working capital and a maximum loss rather than vice versa."

Advertising rates should be set at a reasonable level. "You must set a minimum level of revenue below which you can't fall," Tighe said. "If an advertiser is not interested, he won't buy space no matter what the rate is."

Tighe warned against starting a newspaper as a hobby. "It's a professional job and can't be dabbled in. People really interested in it will stick to their task when times are tough. At the same time, pride usually prevents an intelligent publisher from continuing

to operate a consistently losing proposition regardless of how much money he can afford to lose."

In what terms should success be judged? Financial profit is needed to keep a paper going but sometimes more than that is needed if it is to be truly successful. Newspapers are made up of people and cannot be judged solely in cold economic terms. Of course, idealism and profit are not incompatible.

"A big profit is meaningless if a newspaper is not doing its job," Fishler declared. "A newspaper is not worthy of its name unless it is a fighting newspaper that reports all the news and tells both sides of a story. It should work to change bad situations and take strong stands on important matters. At the same time it should be a family newspaper and use judgment in what it reports."

"You've got to have the right people running the right ideas at the right place to really succeed nowadays," said William J. Woestendiek, editorial director of Long Island's *Newsday*. "It's not enough for a paper just to exist in the right market. It has got to be lively, active, aggressive. The people on it must have drive and imagination."

• Carl E. Lindstrom, former executive editor of the Hartford *Times* and author of a recent book titled *The Fading American Newspaper*, said in an interview:

"What a newspaper needs is identifiable character. I don't necessarily mean nobility or dedication but the thing by which you recognize a man. You always recognized Bertie McCormick in every issue of the Chicago *Tribune* while he lived. You used to see Ross in the *New Yorker*. You see Golden in the *Carolina Israelite*. Personality isn't quite the word; I think character is. It's the newspaper's handshake and the knowledge of just where it stands."

Lindstrom stressed, "I certainly don't think newspapers are washed up but I do think they need energetic and enthusiastic leadership to give them a lift. Newspapers have a promising future."

He attributed much of the present difficulty to the fact that readers are as a matter of habit accustomed to bad newspapers and don't know what to do when a good one comes along. "Even worse," Lindstrom declared, "newspapers have become so stereotyped, look so much alike, and are so alike in content that it's hard to find any earthly reason for starting a new one. What's required is a man with the courage to first decide to produce a dynamic newspaper and then find an area that will fit into his pattern."

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Press Freedom for Campus Newspapers

By MELVIN MENCHER



MELVIN MENCHER

WRITING a piece these days about the freedom of the college press is much like beating a dead horse, kicking the stuffing out of a straw man or flailing away at the Flesch formula. It's all been said before.

Almost, but not all. The basic issue really hasn't been confronted, and a couple of subsidiary elements have come up in the last few years that may reanimate the old horse.

In the first place, I don't think the students who work on daily and weekly college papers are talking about the same thing as their news advisers, college administrators and those who scrutinize the college press—wary alumni, regents and legislators.

This was brought home to me a couple of years ago at a convention of advisers to student newspapers. I was the moderator at a panel on student newspaper freedom. Several hundred students from around the country were

at the session, and when I asked them how many felt their newspapers were censored or the news was in any way subjected to prior approval, almost all raised their hands.

At a meeting of faculty advisers later in the day I asked the same question. Less than half the advisers raised their hands, and there was so little interest in the matter it was dropped after a few generalities about the necessity of the advisers to act as "keepers of the gate."

- Obviously, the debate on press freedom will get nowhere with this kind of misunderstanding.

When students talk about press freedom they mean the right to print whatever they wish. It's that simple. Faculty advisers, deans and administrators want to reserve the right to examine copy and to exercise final veto power. The fact that this power is infrequently used convinces some of them that their college or university newspaper exists in an open and free environment.

It doesn't and the students know it.

They are pretty perceptive. Take the case of one university. The newspaper there operates under a constitution which exhorts student newspapermen to turn out a paper that is "consistent with the continuing purposes of the university." These lines, and others like them, don't have to be leaded out very much for the student newspaperman to read between them. He knows that his newspaper is expected to be a publicity adjunct of the university. It isn't put that bluntly, and most administrators would deny this meaning. But the students know, and they react accordingly—not by obeying the injunction but by resisting it.

There are, of course, universities

which are frank about limiting the student newspaper. There is no freedom here, no pretense of it. And there are a few newspapers which operate in a completely open climate. In between these extremes rests the majority of college newspapers. Unfortunately, this Sargasso Sea of undistinguished and undistinguishable newspapers may spread, and this is the second point worth making.

There are a number of university newspapers which are used as laboratories for the schools of journalism. In the daily and weekly plants journalism students carry out the lessons they learned in class. Generally, these papers are free, for it would be somewhat inconsistent for a journalism school which preaches a free press in the classroom to clasp to itself a kept press. But the strains and pressures on these schools and colleges of journalism are considerable and continuing.

- The pressures are the result of two inevitabilities the student press faces: Mistakes and the unpopular truth. In either case, the school of journalism takes the rap. This has led one well-known journalism school teacher to long for the day his school is divorced from the school paper.

"A lot of schools find themselves in trouble as the result of what appears in the campus paper," he said. "Sometimes it's because the story is wrong or because the school defends an editor who has his facts right but the story put the administration on the spot."

This situation undoubtedly was in the back of the mind of another journalism school teacher when, at a convention, he was asked why his school

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BEHIND THE BYLINE

An assistant professor of journalism at the University of Kansas, **Melvin Mencher** is also adviser to the news staff of the *University Daily Kansan*. His newspaper experience includes three years with *United Press* and several more years as statehouse correspondent for the *Albuquerque, New Mexico, Journal*.

Mencher was a Nieman Fellow in 1952-53 and worked for the *Fresno, California, Bee* before joining the faculty of the University of Kansas William Allen White School of Journalism in 1958.



Thomas Hazzard Thompson, editor of the Amarillo, Texas, *Globe-Times*, who directed the crusade which won his newspaper a Pulitzer Prize for public service.

THE AMARILLO STORY

Crusade for Good

By JOHN MASTERMAN

EVER hear of a raid on a duplicate bridge game?

Keep your eye on the Amarillo, Texas dateline. We have a Sheriff who threatens to run in millionaire gin-rummy players idling away their afternoons in the plush sanctums of our downtown Amarillo Club. And he can do it. It's against the law in Texas to play cards away from home. He raided a bingo game several months ago at the Moose Lodge. Although the grand jury refused to indict the lodge manager on a felony gambling charge, bingo is dead in Amarillo.

"This will be a clean town, and I mean clean, before my term is up," says our reform Sheriff, Jim Line, a rugged western type who thinks that Hollywood is in the lust-promotion business, that newspapers serve Communist causes by knocking law enforcement, and that people ought to be kept in county jail until their trials come up.

He told a civic club recently he thinks the Pulitzer Prize committee ought to reconsider its 1960 award to the Amarillo *Globe-Times* for meritorious public service. He thinks we're not living up to the ideals of the award because, he believes, we've snapped at him about the bingo business and about a raid he instigated on a local movie house—a raid in which even the popcorn girl was nabbed.

We tolerate all this. For one thing, we backed Line's candidacy when he ran with other reform-minded officials on campaigns promising a clean-up. For another, we admire somebody who'll swing away for what he believes. But we intend to keep right on letting Sheriff Line and the public know when we think he's wrong. And we like a situation in which a Sheriff and a newspaper argue about how the law ought to be enforced—not whether.

• It's a change—that's for sure.

Back in the bad old days, a couple of years ago, Sheriff's deputies—not Line's—sporting diamonds in their badges, the gifts of a grateful bail bondsman to whom they steered business. A County Judge of questionable character held sway in Randall County, in which Amarillo's southernmost sections lie. That is, he held sway as judge when he wasn't busy building a reputation as an able mouthpiece for lawless elements on the Potter County side of town.

A road house replete with dice and blackjack layouts and a roulette wheel flourished to the east of the city. Sheriff's men paid no attention. When Texas Rangers finally made the scene, keeping the deputies out of it, they collared a city commissioner-elect, a county commissioner and a grand juror. Had they been five minutes later, the catch would have included a school board member.

In office as Potter County's District Attorney was an inexperienced young lawyer who was a friend and former partner of the Randall County Judge. They palled around together while battling each other in important criminal trials, and some of us wondered just how far their friendship went.

Not many Amarillo citizens worried about the situation at the courthouse. Amarillo's rapid population growth, nearly doubling the size of the city of 137,000 during the 'fifties, brought problems of community development—new expressways, shopping centers, suburban sprawl. The emphasis here was on progress; what went on at the courthouse wasn't of much interest. Corruption, people thought, was far removed from Amarillo.

Those of us on the news beats knew things weren't right. Our *Globe-Times* editor, Thomas H. Thompson, who writes a daily column, "Turnstile," slapped away at Judge Roy Joe Stevens of Randall County for absenteeism from office, for giving fourteen-year-olds driving licenses on flimsy pretexts, for maintaining a full-blown sideline law practice in Potter County. He knocked

BEHIND THE BYLINE

John Masterman covered most of the events in the Amarillo, Texas, *Globe-Times* campaign which won for the paper the 1960 Pulitzer Prize for meritorious public service. Led by its editor, Thomas H. Thompson, 52, the *Globe-Times* worked behind the scenes as well as through its columns to expose a breakdown in law enforcement. Masterman joined the *Globe-Times* in 1952 after working for four years as a reporter for the Ithaca, New York, *Journal* while attending Cornell University. He moonlights as a radio newscaster for the Globe-News Publishing Co. 10,000-watt broadcast subsidiary, KGNC-Radio. He is 33, married to a former *Globe-Times* reporter. They have a son, two.

Government

the bail bond business and Stevens' buddy, Harold Erlandson, an ex-convict who was doing most of it. He poked at the Potter County District Attorney, Wayne Bagley, for what Thompson regarded as bumbling. Many of the news stories we reporters were writing carried strong between-the-lines implications that things could be better.

But the readers yawned. Some said we were just pounding away to sell more papers.

Late in October, 1958, Stevens and Bagley squared off for another round as courtroom protagonists in a murder trial. But on the morning the jury was to be selected, surprise testimony came that an attempt had been made to bribe a prospective juror to influence the verdict in the defendant's favor. The trial was postponed and the bribe contact man was arrested. He refused to talk. That afternoon, Judge Stevens told me, "We've all got to work on this thing. We've got to get to the bottom of it."

• But nobody seemed to be doing much, from the prosecution or defense side. And the contact man reposed silently in county jail.

A week or so later, Editor Thompson received a phone call from a man who asked him to come to a West Amarillo beer tavern. Thompson, who collects enemies like housewives collect Green Stamps, prudently declines most invitations to out-of-the-way places, but he accepted this one.

The caller sounded scared and urgent, Thompson said. At the beer tavern, after sizing Thompson up, the stranger went for a ride in the editor's car and made him a proposition.

"Would I give him, his wife and little girl protection if he would give me some information that would blow the



The March, 1960, hearing conducted in Amarillo by the Texas House General Investigations Committee helped establish the name of the committee secretary, Representative Tom James of Dallas, left, as one of the state's most vigorous crime busters. With him above is Mrs. Lester Davis, wife of an Amarillo gambler. Evidence of protection payoffs by her husband to Potter County sheriff's men was brought by Mrs. Davis to Thomas H. Thompson, editor of the Amarillo *Globe-Times*, who moved to bring the investigating committee into Amarillo.

top off the courthouse?" said Thompson, recalling the offer.

"Protection? I asked if he thought his wife was really in danger. He said she was and as he spoke I could believe him," Thompson said. He asked the man to say who was gunning for him.

"R.J.S.—maybe some others, if I tell what I know," Thompson was told. "He hired me to tap your phone and he hates your guts."

"Right off," said Thompson, "the initials R.J.S. didn't ring a bell with me, but then it dawned on me—Roy Joe Stevens."

• This was Thompson's first meeting with the man who came to be the principal witness against Roy Joe Stevens

in one sensation-packed trial and an even more spectacular legislative hearing—Armond James Chandonnet.

Chandonnet told Thompson he was well acquainted with Judge Stevens. As a jack-of-all-undercover-trades, he had worked for the Randall County Judge in connection with his private law practice. He claimed he was with Stevens the night the lawyer set up the attempt to bribe the juror.

"Judge Stevens is scared of me because I can tie him in with the bribe," Chandonnet told Thompson. In return for protection for himself and his family, Chandonnet agreed to testify before a grand jury—so long as District Attorney Bagley stayed out of the room. Chandonnet was wary of Bagley. He'd been too close to Stevens.

Editor Thompson and the *Globe-Times* publisher, S. B. Whittenburg, worked out the strategy with our then managing editor, the late Fred Post. They decided to put the Chandonnet family beyond reach of anyone who would harm them—and to make him available to the Potter County grand jury.

"Chandonnet was getting more nervous by the hour. He figured every deputy sheriff in Potter County and some in Randall County were looking for him for one reason or another, and that wasn't far wrong," Thompson recalls.

"We decided to smuggle him and his family from Groom to a Pampa hotel and post a guard nearby. He asked to be taken to his Amarillo place for some personal belongings, but as the car approached the small house other cars appeared from side streets and Chandonnet wanted to leave," Thompson said.

- Newspaper circulation trucks equipped with two-way radios smuggled the family out of Amarillo. Traveling armed as guards for the Chandonnets were Trenton Davis and Weldon Baskin, circulation department brass, and Sid Harper, a former Amarillo police chief associated with Whittenburg business interests.

For three weeks, the paper kept Chandonnet hidden out in Pampa. Then he was brought directly to the Potter County grand jury for secret testimony, having already discussed what he knew with intelligence agents of the Texas Department of Public Safety.

Meanwhile, the behind-the-scenes activities directed by Thompson were being kept secret even from the reporters. Thompson later apologized to us. "For one thing, we were embarrassed," he said. "We weren't proud of our witness. His connections with Judge Stevens and unsavory underworld characters put a question mark on everything he said."

It wasn't long before we decided the arrangement was for the best. It may seem an unusual way to begin a campaign that ultimately brought us a Pulitzer Prize, but we found there were benefits in not letting the right hand know what the left was doing.

Thompson had his little secrets. We had ours. All through the events that were to follow, we had easy access into the camp of Thompson's enemies. We trod a delicate path between the two forces in an effort to do a proper reporting job. And to the end, a year and a half later, Stevens and his allies credited the reporters with being objective.

- Thompson did the inside work that had to be done. We stayed on the outside and did our best to write it straight.

Our editor recognized the importance of this to the readers and did not attempt to use us as his spies. He never pumped us for what we might know from the other side.

"From the start, Publisher Whittenburg was with us all the way," Thompson has said. "We never would have been able to do this if we had had a 'fat cat publisher.' No matter how good your staff, you're helpless if your publisher is timid and won't open the company safe when there is a big breaking story."

In January, Judge Stevens and three other men were indicted by the grand jury on a charge of attempting to bribe a jury. By now, the once-apatetic public was aroused and the venue of the Stevens trial was changed to Wichita Falls, Texas, 230 miles away.

Having covered the earlier developments, I went along to record what Editor Thompson hoped would be the demise of Roy Joe Stevens. I filed 2,000 to 4,000 words a day for the *Globe-Times* and her sister morning paper, the *Amarillo Daily News* and at the end of it all wrote the news of Stevens' acquittal.

But acquittal in the Stevens case did not really mean exoneration. It meant only "to-be-continued." Three big factors entered into that Wichita Falls verdict—vital state's evidence could not be corroborated; the weight of legal talent was on Stevens' side, with Bagley directing the prosecution; the defense persuaded the jury that political foes were out to "get" Stevens. However, the witnesses against Stevens were too sincere, too determined. I felt sure another round would come.

- In the course of reporting the closing defense argument, I had noted that Stevens' lawyers pinned the blame for their client's troubles on Editor Thompson. They'd called him "an educated fool."

Thompson said, "When I returned home people would stop me on the street and say, 'I didn't know you were educated.'" He was having other problems. "Before Wichita Falls, there had been some threatening phone calls. After, I would receive taunting calls like this: 'Are you pretty scared, fellow?' One caller would say nothing but 'hee-hee-hee,' and hang up."

Apparently sure the case against him was closed permanently, Stevens returned to his old ways in Amarillo. He had only served six months of a four-year elective term and no one was willing to try for an impeachment; there was no way to make the needed proof conclusive.

Rumbles of misconduct on the part of the Judge continued to be heard. One involved fast-and-loose handling

of funds in a guardianship account by Stevens and his partner, Joe Billy Brock. A transcript over the hearing in the matter was turned over to the Texas Bar Association, which decided to take no action. Ironically, the guardianship matter later was to figure importantly in successful disbarment actions against Brock and Stevens.

- I was a member of the Potter County grand jury that fall. A case came before us that showed Stevens was active with the same old set of shady characters—and some of us thought the evidence pointed strongly toward another felony indictment against the Judge. But we couldn't nail it down tight enough. To this day, the matter we heard has remained a grand jury secret.

Thompson remained as convinced as ever that Stevens badly needed to be removed from office, disbarred, and placed in prison, if possible. Finally, he had a chance to swing back into the fight. On an icy December day in 1959, as he wound up his work at the office and prepared to go bird hunting, Thompson had a call from Mrs. Lester Davis, the estranged wife of an Amarillo gambler whose roadhouse had been raided by Texas Rangers the previous April.

"She said her husband was trying to kill her. She wanted him under a peace bond. I told her to call the County Attorney. She called back and said the County Attorney said it would wait until Monday. I got her protection from the city police—who never were tainted through these events—and the next day we arranged for an attorney to obtain a restraining order against Davis," Thompson said.

"This led eventually to a meeting of Mrs. Davis and her attorney with me in my office. Mrs. Davis gave me information about her husband and link-ups with gamblers and law enforcement officers. She said she would testify before a grand jury."

- Now Thompson was faced with a crucial decision. Should he again refer the matter through the usual channels—through the District Attorney's office to the grand jury? That course had failed before.

"To turn the information over to an ineffective District Attorney would be sheer folly," Thompson decided.

There was one other course of action, and Thompson decided to try it. The Texas House of Representatives had established a general investigating committee with the power to conduct hearings upon receiving evidence of a breakdown in law enforcement. The committee operates in much the same

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Farm News in the Metropolitan Press

By JOEL WOLFSON



JOEL WOLFSON

LEADING midwest metropolitan morning dailies differ considerably in the way they handle agricultural news, according to a recent study at Iowa State University.

The Iowa State survey involved eight newspapers in seven states and covered more than five million column inches. Highest circulation was one of the criteria used in choosing morning newspapers from Indiana, Illinois, Iowa, Minnesota, Nebraska, Ohio and Wisconsin. The Milwaukee *Sentinel*, with the highest weekday circulation, was combined with the Sunday Milwaukee *Journal* in Wisconsin.

The study's three objectives were: (1) to measure and classify the agricultural news published in leading rural and city editions, (2) to ask the farm editors to rate the sources of agricultural news, and (3) to learn why farm editors select the items they print.

- Actual percentage of the newshole devoted to agricultural news varied from a high of slightly more than eight per cent in the rural editions of the Des Moines *Register* to a low of one per cent in the city editions of the Cleveland *Plain Dealer*. (See Table 1.)

Agricultural news was classified into ten major categories and 104 subcategories. Some of the detailed findings indicated that, in the more industrialized metropolitan areas, the Cleveland *Plain Dealer*, Milwaukee *Sentinel* and Milwaukee *Journal*, Indianapolis *Star* and Chicago *Tribune* carried higher percentages of general agricultural news, leaning heavily on horticulture or "backyard gardening"-type articles, one of the thirty-six subcategories under category 1.

The Omaha *World Herald*, Des Moines *Register* and Chicago *Tribune* carried higher percentages of news of marketing and distribution of agricultural products. Government-Local and Federal Issues Concerning Agriculture received the highest percentage in the Minneapolis *Tribune*, Omaha *World Herald* and Des Moines *Register*. Other category headings included The Farm-Business Enterprise, The Consumer, Agricultural Industrial Relations, International Trade, Money and Banking in Agricultural Context, Taxation, and Farm Photos and Cartoons.

Agricultural news appearing on the editorial pages of the metropolitan newspapers was also measured and classified. These findings suggest that editorial page writers and editors, when dealing with agriculture, tend to place major emphasis on its governmental aspects. Whereas editorial page material constituted merely 3.8 per cent of all agricultural news measured during the thirty-one day period, more than one-third of this editorial page material was under Government, Local and Federal Issues Concerning Agriculture.

Percentage of advertising also was noted during the study. It ranged from a high of slightly more than 70 per cent in the Cleveland *Plain Dealer* to a low of 52 per cent in the Des Moines *Register*.

Members of the Newspaper Farm Editors Association cooperated on each of the selected newspapers by undergoing an intensive four-hour questioning.

Asked about advertising, four of the eight farm editors said that an increase in agricultural advertising

would likely increase the newshole for agricultural news. Two said it would have little effect and two said they didn't know.

Citing reasons farm editors would use when asking for more space, one farm editor replied that he would explain agriculture as the economic backbone of the nation. A second farm editor said that city people like to know about farm events and that many businessmen need more knowledge about farm investments and allied fields. He also said he'd tell his publisher that, socially, rural areas should no longer be separated from urban areas.

A third farm editor said that citing reasons for more space "just isn't done." He said "it's a matter for the managing editor or makeup editor to decide and it's a matter of daily adjustment." Three other farm editors agreed with him. They suggested that the merits of the story itself must meet in competition with other news stories of the day and that reasons for additional newshole were of little use if the story was not written properly.

- All eight farm editors agreed that they were writing for both the city reader and farm reader but their emphasis varied from newspaper to newspaper.

One farm editor said that his emphasis was directed toward farmers, farm youth, extension workers and businessmen in rural areas. When asked how he wrote for these specifically, he said that background material was included in the stories in order to maintain continuity and that agricultural language was kept simple, but the topics fresh and timely.

BEHIND THE BYLINE

Material for this article was compiled by **Joel Wolfson** while he was working for a master's degree at Iowa State University's Department of Technical Journalism. He is now studying for the doctor of philosophy degree at Michigan State University.

As an undergraduate at the University of Massachusetts, he was editor-in-chief of the Massachusetts *Collegian* and a campus correspondent for the *Boston Globe*, *UPI*, and the *Northampton, Massachusetts, Daily Hampshire Gazette*. Wolfson was also sports editor for the weekly *Amherst Journal Record* and, at Iowa, served as an editorial assistant for several University agencies. He is a member of Sigma Delta Chi.

Another farm editor suggested that the best way to explain some of the farm problems is "by hammering away at both the issues and the audience." He said that farm editors should point out how agricultural problems and policies affect the consumer and farmer, "especially what the effect of these farm problems will be to the taxpayer and what the taxpayer actually gets for his money."

The farm editors were asked which sources of farm policy information received their attention and merited their greatest confidence. The eight farm editors gave thirteen answers. They were:

U. S. Dept. of Agriculture releases	6
Extension releases from land-grant colleges	3
The Congressional Record	3
American Farm Bureau	1

Asked which agricultural news source provided the most volume, the farm editors answered:

U. S. Dept. of Agriculture	7
Extension	1

Asked which agricultural news source provided the best quality of source material, the farm editors answered:

Extension	6
U. S. Dept. of Agriculture	2

Asked which agricultural news source material needed the least reworking, the farm editors responded:

Extension	4
U. S. Dept. of Agriculture	4

Extension services, U. S. Dept. of Agriculture, and state and federal crop reporting services received nearly equal mention as most regular in service.

The writer cannot account for the

discrepancy which arises from the fact that the Department of Agriculture's Information Service was regarded highly by the majority of farm editors in terms of farm policy information but with less regard in terms of such factors as quality of source material, and source material needing the least rewriting.

A number of problems and suggestions were made by the farm editors regarding their sources of agricultural news. They included:

1. "Many farm organizations fail to let farm editors know what is going on in their programs, partly because these organizations don't know how to communicate."

2. "Industrial releases tend too often to be advertising in disguise."

3. "The Department of Agriculture's Information Service should be reorganized to put its work on a regional level and more emphasis on regional agricultural news."

4. "Extension services at land grant colleges in too many cases are putting out releases which are not objective, lack clarity and timeliness."

5. "Commercial agriculture pressure groups are allowed more newspaper space than good editorial judgment would call for."

In the fifth section of the questionnaire each farm editor was asked about his job on his newspaper. In all eight interviews, it was the farm editor's superior (managing editor, city editor, makeup editor, etc.) who made the final decisions on what agricultural news stories are printed. The exceptions were the once-a-month Sunday supplement, the *Des Moines Farm and Home Register*, and the weekly Wednesday farm page in the *Des Moines Register*.

Each farm editor said that his superior editor was well qualified for his position on the newspaper. In the field of agricultural news, four farm editors said additional agricultural background would be helpful to their

superior editors, two farm editors said they were satisfied with the agricultural background of their superior editors, and two farm editors had no comment.

All eight farm editors said they believed the urban people in their communities had a misunderstanding of the farm surplus problem. When asked to attribute the misunderstanding of this particular problem, the farm editors answered:

Lack of depth reporting in urban dailies	6
Lack of interest on part of urban readers	2
Poor newspaper editorials	2
Unfriendly news magazines	1
"The political football"	1

They were asked their individual opinions of where the "biggest gap" in agricultural problems existed and how they would start to inform city readers if they had a syndicated daily column in metropolitan newspapers across the country.

One farm editor said that newspapers should explain "life on the modern farm" while another said, "It's the natural trait that the city people worry about themselves and not the farmers." This farm editor suggested that he would "hammer away at collective bargaining for the farmer." He also said, "For the farmer's own survival in the face of rising input costs, legislation to help the farmer acquire bargaining status should be enacted in Congress." Three farm editors had no comment about the "biggest gap" while two others held hopeless opinions of any short-term solution.

Another farm editor explained that depth reporting of agricultural problems was the "biggest gap" faced by farm editors because "in news space which is so limited, depth reporting is impossible."

One farm editor urged more simplic-

TABLE 1

COLUMN INCHES OF AGRICULTURAL NEWS AND ITS PERCENTAGE OF TOTAL NEWSHOLE IN EIGHT MIDWEST METROPOLITAN MORNING NEWSPAPERS (APRIL 15, 1960, TO MAY 15, 1960).

Newspaper	Total column inches of agricultural news		Total column inches of newshole		Agricultural news as percentage of total newshole	
	RURAL	CITY	RURAL	CITY	RURAL	CITY
Des Moines Register	8,580	7,351	106,570	105,672	8.05	6.96
Omaha World-Herald	6,091	5,356	113,528	113,532	5.36	4.72
Milwaukee Journal and Milwaukee Sentinel	5,115	4,161	137,617	137,555	3.71	3.03
Indianapolis Star	4,727	4,398	140,278	138,309	3.37	3.18
Minneapolis Tribune	4,500	3,963	102,057	105,142	4.41	3.78
Chicago Tribune	2,195	2,781	136,563	154,130	1.60	1.80
Cleveland Plain Dealer	1,858	1,719	156,851	159,524	1.18	1.08

ity in writing agricultural news. He said that the "biggest gap" was that farm problem stories do not get simple enough in terminology so that the urban readers can understand them.

Asked what other people should be responsible for educating the non-farm population to the problems and policies of agriculture, the farm editors replied with eight different answers. They were:

- 1) Newspaper editorial writers
- 2) Chambers of Commerce
- 3) Radio and TV
- 4) Journalists on the popular news and feature magazines
- 5) Agricultural colleges
- 6) Farm organizations
- 7) Church groups
- 8) Local industry and area manufacturers of agricultural products.

Campus Newspapers

(Continued from page 11)

had no connection with the campus newspaper. "We wouldn't touch that paper with a ten-foot pole," he replied.

I know what he means after three years as the advisor to a college newspaper which is student owned and student operated. The mistakes of his students end up on the newsroom floor and in the hands of the janitor. Our students' errors end up in the hands of 8,000 readers.

Little wonder the defenders of the free and independent college press sometimes lose their enthusiasm.

But let's return to the journalism professor whose ten-foot pole kept the problems of a school-sponsored newspaper from his door. His university students published a mythical newspaper. I read something about that newspaper's activities on election night. The students assiduously edited wire copy, wrote heads and sent them down to their mythical press room. This went on for a few hours, and at midnight the mythical paper was put to bed. (The article did not disclose which candidate the mythical newspaper had in the White House.)

Compare this with the experience of students on the University *Daily Kansan* and other non-mythical newspapers. Just about the time the mythical paper was put to bed the student executives had a meeting. The question: Should they go to press with a story that had neither Nixon nor Kennedy the winner, or should they stick it out? If they de-

cided to wait, at what point should they go to press? Five hours later the front page went down, and 8,000 papers were shortly ready for distribution to students who went to sleep not knowing who had won the election.

• This is, of course, the practical side of newspapering that it seems to me should be offered to journalism students. And once you agree that the school or college of journalism should have a non-mythical newspaper you must face the consequence: The newspaper should be completely free.

The counter argument—that favoring limited freedom or censorship—has many adherents: No newspaper is completely free. There is the matter of the publisher who determines what goes into the newspaper. No newspaperman can print what he wishes. He is a hired hand. The argument concludes with the point that since the student staff does not own the newspaper it does not have the right to print what it wishes. A student board, a news adviser, the university administration—these should have the ultimate say, for they represent ownership.

There is not much doubt that this argument has logic and legality. But it has no morality. Nor is it a sound basis on which to operate a newspaper if the paper is used to train students in journalism. What all this boils down to is that you believe students must be given freedom of expression to make of it what they will, or you don't. I think it is a moral obligation and a professional duty to give students complete freedom of the press.

Student newspaper staffs that know they will be held responsible for what they print respond to this trust. They develop a concept of responsibility their elders might copy. These young men and women know they must face their fellow students. They realize that unless they document an editorial, print both sides of the news story, their walk to the dean's office will be a mournful one, their confrontation with the president will be an unhappy one.

• This responsibility does more for novice newspapermen than any kind of censorship, no matter how lenient. It at once puts the student on his own. In short, it turns students into newspapermen and women quickly by putting them to the test daily. Censorship serves no other purpose than to teach students to duck responsibility.

What kind of stories so worry advisers and administrators that they feel censorship is necessary? The examples you see most often are concerned with obscenity, such as this imaginary advertisement in one college newspaper: "Do it yourself: Abortions Made Easy. . ."

And there is that college humorist-columnist who is always with us.

I suppose these things do occur, but in the three years I've been advising journalism students I have yet to see anything remotely obscene. I wonder if the dead hand of censorship doesn't challenge students to get one by the "keeper of the gate."

(One faculty member did call once to object to a theater review which quoted some of Christopher Fry's lines in "The Lady's Not for Burning," but I replied that about 2,500 persons had heard it from the stage the night before and a few million before that. One man's obscenity apparently is another man's artistry.)

Coping honestly and accurately with this kind of story brings out the best in a newspaperman, teaches him balance and fairness.

• At one university, the student editors were incensed about a football seating program which would have given state legislators choice seats in the student section of the stadium. An editorial attacking the plan was ordered killed when the students refused to tone down their position. A professional newspaperman commenting on the incident said: "If students are to be prepared for life they ought to be taught that there are some diplomatic things that even a state university has to do with regards to legislators who pass the university budgets."

A different view was taken by four New England editors who studied a college paper which had libeled a state official. The student staff itself asked for the study, and the editors reached this conclusion: ". . . the student staff must have a very broad grant of freedom of expression and freedom of experiment if the experience of publishing the paper is to be truly educational and meaningful. But freedom opens the door to actions by the student staff which can be seriously detrimental to the university's public and legislative relations, especially among those who do not choose to recognize the essential separation between the views of the student newspaper and the university itself.

"There is no way in which the university can avoid embarrassment from time to time as a result of the exercise of the freedom of the staff. From the university's point of view this must be accepted as a calculated risk which attends its encouragement of publication of a student newspaper. We believe that over the years the risk has been and will continue to be fully justified."

As I look this over I see that it is, after all, beating a dead horse. About all this amounts to is a plea for press freedom.

How the Courts Stand On Trials and Errors

(Continued from page 7)

working principle that the substantive evil must be extremely serious and the degree of imminence extremely high before utterances can be punished. For the First Amendment does not speak equivocably. It prohibits any law 'abridging the freedom of speech, or of the press.' It must be taken as a command of the broadest scope that explicit language, read in the context of a liberty-loving society, will allow.

"... We are aware that although some states have by statute or decision expressly repudiated the power of judges to punish publications as contempts on a finding of mere tendency to interfere with the orderly administration of justice in a pending case, other states have sanctioned the exercise of such power.

"... State power in this field was not tested in this Court for more than a century. ... And this is the first time since 1925 that we have been called upon to determine the constitutionality of a state's exercise of the contempt power in this kind of a situation. Now that such a case is before us, we cannot allow the mere existence of other untested state decisions to destroy the historic constitutional meaning of freedom of speech and of the press."

• The opinion concluded:

"... In accordance with what we have said on the 'clear and present danger' cases, neither 'inherent tendency' nor 'reasonable tendency' is enough to justify a restriction of free expression.

"We are all of the opinion that, upon any fair construction, their (editorials') influence on the course of justice can be dismissed as negligible, and that the Constitution compels us to set aside the convictions as unpermissible exercise of the state's power."

3. As part of the decision, Justice Black noted that an Act of Congress placed a limitation on federal judges who would exercise contempt powers: That the power of federal courts to inflict summary punishments for contempt "shall not be construed to extend to any cases except misbehavior of . . . persons in the presence of the said courts, or so near thereto as to obstruct the administration of justice."

The Court observed: "We need not determine whether the statute was in-

tended to demarcate the full power permissible under the Constitution to punish by contempt proceedings. But we do find in the enactment viewed in its historical context, a respect for the prohibitions of the First Amendment, not as mere guides to the formulation of policy, but as commands the breach of which cannot be tolerated."

Strong words indeed!

4. The important decision in the Bridges case was buttressed by the tribunal's opinion in *Craig v. Harney*, decided May 19, 1947. The County Court Judge at Corpus Christi, Texas, refused to accept a jury's verdict, and an editorial described this action as a "travesty on justice," etc. The Judge sentenced the publisher, an editorial writer and a reporter to three days in jail for contempt. The state's Court of Criminal Appeals upheld the judge's action.

The opinion of the Chief Justices, which reversed the contempt convictions, conceded that the newspaper indulged in "strong language, intemperate language, and, we assume, in unfair comment."

But the Court said, "The vehemence of the language used is not alone the measure of the power to punish for contempt. The fires which it kindles must constitute an imminent, not merely a likely, threat to the administration of justice. The danger must not be remote or even reasonable; it must immediately imperil."

Justice Jackson, it should be noted, took strong exception, stating: "With due respect to those who think otherwise, to me this is an ill-founded opinion, and to inform the press that it may be irresponsible in attacking judges because they have so much fortitude (against criticism) is ill-advised, or worse."

5. Finally the wheel of press freedom vis-à-vis general contempt power revolves around the definition of "clear and present danger."

In *Pennekamp v. Florida*, decided June 3, 1946, the Justices asked this very question: "What is meant by a clear and present danger to a fair administration of justice?" They agreed that "No definition could be given."

• But, in reversing the \$1,250 contempt of court fine against the Miami, Florida *Herald* and its associate editor, the Justices declared:

"*Bridges v. California* fixed reasonably well-marked limits around the power of courts to punish newspapers and others for comments upon or criticisms of pending litigation. The case placed orderly operation of courts as the primary and dominant requirement in the administration of justice. This essential right of the courts to be free of intimidation and coercion was held to be consonant with a recognition that freedom of the press must be allowed in the broadest scope compatible with the supremacy of order. A theoretical determinant of the limit for open discussion was adopted from experience with other adjustments of the conflict between freedom of expression and maintenance of order. This was the clear and present danger rule. The evil consequence of comment must be 'extremely serious and the degree of imminence extremely high before utterances can be punished.'"

Justice Frankfurter, in a concurring opinion, stated the roots of the problems and concluded: "A free press is not to be preferred to an independent judiciary, nor an independent judiciary to a free press. Neither has primacy over the other; both are indispensable to a free society. The freedom of the press in itself presupposes an independent judiciary through which that freedom may, if necessary, be vindicated."

"A free press is vital to a democratic society because its freedom gives it power. Power in a democracy involves responsibility in its exercise. No institution in a democracy, either governmental or private, can have absolute power. Nor can the limits of power which enforce responsibility be finally determined by the limited power itself. In plain English, freedom carries with it responsibility even for the press. . . ."

• In plain English—as the judge put it—the press cannot afford to be indifferent to its responsibilities by permitting irresponsible "reporting" of pre-trial "facts" which are not admissible as evidence.

If irresponsible journalism continues, external corrections will be forced upon the press (such as the restriction now being considered by the Florida legislature).

As the New York Supreme Court, Appellate Division, stated on May 18, 1954 (*People v. Jelke*):

"We conceive it to be no part of the work of the judiciary upon the facts here presented to decide what a newspaper prints or to what portion of the

people it caters to sell its papers. . . . If abuses exist, they are the proper subject for correction by the people through constitutional amendment or by statutory enactment by their duly elected representatives in the Legislature."

The danger to the press, therefore, is not so much the broad and general contempt powers of a judge as it is specific laws prohibiting the press from printing news of confessions, etc. A responsible press can prevent such action by putting its own house in order.

Amarillo Crusade For Good Government

(Continued from page 14)

way as do crime commissions in some states. The then chairman of the committee, Rep. H. J. Blanchard of Lubbock, was contacted by Thompson through Charles Guy, editor of the Lubbock, Texas *Avalanche-Journal*, and Blanchard agreed to study material Thompson sent him.

- The committee chairman concluded that normal processes of law enforcement were ineffective and that a hearing was called for in Amarillo.

Col. Homer Garrison, director of the Texas Department of Public Safety, once again sent intelligence agents to Amarillo to do the spadework for the committee. The vice chairman of the committee, Representative Tom James of Dallas, who grew up in Amarillo, and the committee counsel, David Witts of Dallas, made several trips to Amarillo to hold private talks with witnesses.

The news the hearing was to be conducted broke two days before it began. With the city caught by surprise, the committee announced the lines along which it would develop evidence. Links between gamblers and Sheriff's officers were to be shown. Agents of the Texas Liquor Control Board were to be questioned about alleged cooperation they gave in harassing Chandonnet after the Wichita Falls trial. Stevens, caught off guard, learned he was to be the main committee target. A battery of witnesses was lined up to present testimony covering not only his official misconduct as a judge but also his personal misconduct and tie-ups with underworld characters.

- City Editor Paul Timmons assigned me and Don Boyett, now our managing editor, to cover the hearings. Two television stations moved equipment into the Federal Building and announced they would stay with the proceedings from beginning to end. Sud-

denly, all rental TV sets in Amarillo were spoken for.

Boyett and I decided to work a relay system in order to provide a running account of the testimony. One of us scribbled notes for half an hour or so and then went to the United States Marshal's office to type while the other took over in the hearing room. Switching back and forth and getting together just before deadlines to shape leads, we pounded out thousands of words for each edition of the *Globe-Times* and *Daily News*.

News Editor Charles Whippo of the *Globe-Times* and his deskmen cleared the front page and several inside pages for the stories and pictures. Some editions carried as many as twenty galleys of type. The *Daily News* desk likewise cleared full pages for the story. Boyett and I agreed it was the hardest work we'd ever put in.

- Sensation followed sensation in the testimony as the committee called law officers, prostitutes, gamblers, a former Stevens' operative awaiting trial for murder, and Chandonnet and Mrs. Davis, among others. The hearing began Wednesday morning and ended Friday afternoon. By then, the public knew the score.

Late the next afternoon, Roy Joe Stevens called me at the office to tell me he was resigning. His "effectiveness as judge" had been destroyed, he said.

Not long after, the Texas Bar Association brought suit to disbar Stevens, alleging some of the matters brought out in the hearing and developing other counts of its own. Stevens, who moved his wife and five children to Albuquerque, New Mexico, soon after leaving office, was disbarred last January by order of a State District Court Judge in Tyler.

The hearing also touched off another inquiry by the Potter County grand jury—which this time excluded Bagley from its sessions and enlisted the Coun-



JOHN MASTERMAN

ty Attorney as its legal counsel. The grand jury indicted Stevens on a charge of perjury. Two of three deputies who had been suspended in the wake of the hearing were indicted on charges of offering or accepting bribes in the gambling cover-up.

Stevens escaped prosecution because of a loophole in the legislative act which had established the committee. Perjury was not specified as a crime. The loophole has since been closed, but too late to bring Stevens to bar.

The Potter County indictment against one of the deputies was dismissed before he was to be tried. An instructed verdict acquitted the second deputy when the indictment against him was ruled faulty.

Reform candidates put in the field with strong newspaper backing were elected to office as District Attorney, County Attorney, and Sheriff of Potter County. Having had enough of lawyers for the moment, voters in Randall County picked a farmer to succeed Stevens on the county bench.

- The combine that threatened Amarillo's security is disbanded. The moneyman, bail bondsman Harold Erlandson, at last report was working in a California gambling joint. Stevens, although disbarred, is clerking in an Albuquerque law office. His disbarred former partner, Brock, was an insurance adjuster there when last heard from. The king-pin gambler, Davis, is operating in Oklahoma. Two of his former aides are in prison. One of the former deputies is dead. One is a used-car salesman.

Chandonnet, having abandoned his career as a private eye, is now an or-

dained minister living quietly in a small Panhandle city. Stevens' other one-time undercover man is serving a life sentence for the murder of his wife.

Thompson continues to level down. A front-page editorial in the weekly *Canyon News* recently labeled him "Boss Thompson" for knocking Stevens' successor as judge. Sheriff Line, as noted, isn't completely happy with the way the *Globe-Times* counsels him. Newly-annexed citizens on Amarillo's fringe areas don't like us for bucking their attempts to pull out of the city

limits. New problems, new displeasures—but nobody ever said we're supposed to try for popularity.

The Pulitzer Prize of which we're so proud won us respect, to be sure. And we're happy that our friends here are saying it's an honor for all of Amarillo.

The inscription over the entrance to our building says, in the words of our late publisher Gene Howe, "A newspaper may be forgiven for lack of wisdom but never for lack of courage."

We buy that.

Publishers Explain Why Dailies Fail

(Continued from page 10)

Lindstrom said many newspapers seem to have created a public image of "lacking character and offering only the ordinary, the routine, the mediocre."

Fishler declared that in every successful newspaper there must be a driving force. "Someone must have the knowhow and determination to push a paper forward," he said, "or it simply won't go forward."

- Promotion is vital. "You've got to keep pushing your product," Fishler declared. "Most of all, you must show perseverance or you don't belong in the business." Fishler explained that when he evaluates a newspaper to improve it, ideas are the hardest ingredient to find. "I urge a publisher to look down this street or that street and see if he can find something different that might make his paper tick."

Why do some papers appear to be doing their jobs and yet go out of business? "In these unfortunate cases," Fishler explained, "the management just isn't tight enough." He stressed that a newspaper should not rely on the public to set up its standards. "People just aren't sure what they want. It's up to the publisher to decide what should be in his newspaper. Then the people will respond."

A new daily has far more chance of success in the suburbs than in the city. "The suburban paper can print local news and thereby fill a vacuum not usually filled by the large city paper," explained White. But city papers still provide tough competition. Modern transportation has merged the metropolitan area into one large unit. An extreme example would be England, where the London newspapers dominate the entire country.

The trend toward newspaper mergers and monopoly has been the subject of much controversy. "Monopoly is abhorrent to the whole American way of life," Dr. Bogen said, "yet newspapers have had to live with it for many years. A multiplicity of forces is considered the essence of a democracy but economic factors rule against having a multiplicity of newspapers. The trend is toward mergers and it's hard to see what can be done about it."

White said monopoly newspapers are not necessarily bad. "There are some good ones and some bad ones just like in all human creations. Some 90 per cent of our nation's daily newspaper markets are monopoly ownerships but some of our best papers are in these markets. There are instances where a monopoly paper becomes a fine newspaper because it has time to develop its coverage more fully and accurately."

- Unions have been gaining increasing influence with newspapers—especially in cities. The unions have attained some benefits and protections for employees but have aggravated the serious problems newspaper publishers face. High production costs could be cut tremendously with modern methods. But the typesetters union has understandably opposed a new form of varitype where a secretary could type an article and it would be set instantaneously. A system has even been developed whereby a reporter could dictate into a tape recorder device and type would be automatically set.

- Some of the smaller city papers have been driven out of business by the deliberate efforts of certain large papers to grant continued wage increases and

thereby create higher costs with which the smaller papers can't compete. Dr. Bogen believes "A unionized industry is sensitive to wage increases. Rising costs have been resisted less in newspapers than in other industries."

Examples of new dailies in action illustrate some of the points mentioned above.

The Portsmouth, Virginia, *Times* began publication in mid-1956 and folded one year later. "Equipment purchased was for larger scale operations than we needed for a new paper," explained a former editor. "The costs were too much initially and this dug heavily into the initial cash outlay to operate. We were in major debt with little backlog of capital the day the paper was born."

The editor said the paper began publication too early. "Bugs that developed in the press and stereotyping equipment causing poor impression were not discovered and eliminated when the first issue came out. We got a rotten printing job. By the time the paper was able to print a really legible edition, many subscribers and advertisers were disgusted. So was most of the staff."

- The paper was distributed free for the first month. The circulation dwindled from 14,000 at the start to 12,000. The *Times* was competing with two large nearby dailies: the *Virginian-Pilot* and the *Ledger-Star*. "They were well financed and well established," the editor said. "The *Times* could not convince its readers that it was the only local newspaper."

He called the *Times* news staff "inexperienced and too small for the area to be covered. The opposition had well-trained experienced personnel in all departments."

The competition was fierce. When the *Times* began a circulation contest offering prizes, the other papers offered bigger prizes. The *Times* was unable to attract the major advertisers that were running full-page ads and special sections in the other papers.

"We hit our peak at the very beginning and the decline set in rapidly," said the editor. When the paper went into bankruptcy, the total liability was \$300,000.

He made some important points he felt were lessons from that experience. "A paper must have firm contracts on newsprint availabilities," he said. "We operated most of the time on the black and gray markets in obtaining newsprint. Most important, a newspaper needs a staff at least as good as its competitors. It doesn't pay to cut corners."

He pointed out that unless a community is seriously disgruntled with its present dailies, a new one has "a tough road to hoe despite unlimited finances."

The only practical hope where there already are strong dailies is to start as a weekly offering special local news coverage that the big metropolitan newspapers cannot do."

● Consolidations are necessary in the face of unions and rising costs, the editor said. "In strongly unionized towns like Portsmouth, the cost of operations for a daily is increased because it must have union help and pay union scales. I recall that union requirements for manpower in composing and press rooms, for union proofreaders, union pay and overtime plunged deeply into the *Times'* small cash reserves. The paper was forced to live on future advertising."

A new paper can be extremely successful if private enterprise is able to develop a potentially strong market. An example is the *Oak Ridger*, which started publication in Oak Ridge, Tennessee, during the atomic boom there.

"We have a good market insofar as purchasing power is concerned," said Don J. McKay, publisher, "but under government ownership commercial ad sources were slow developing. Now that the city is practically all in private hands, we expect these interests to grow."

McKay said the paper provides intensive local news coverage that no outside paper can approach. "But it's been difficult expanding our circulation outside the city, where reading habits are long established," he added.

"It takes a lot of money and sweat to start a newspaper from scratch," McKay declared. "Lack of advertising sources and trying to build an adequate staff were our biggest problems. We had a monumental turnover for the first five years."

● In 1957 Wayne G. Current started the Lima (Ohio) *Citizen* in the face of severe competition from another Lima newspaper. "We encountered the most drastic competitive measures that I have ever seen in the newspaper industry," Current said. "The other paper cut its circulation and advertising rates drastically. Many other giveaways and bargain offers were made but we still managed to gain a lead in both circulation and advertising."

The *Citizen* lost more than \$100,000 the first year and \$40,000 the second. It managed to make a slight profit the third, 1959-60.

"It's still a cat and dog fight," said Current, "and we don't consider that we have made the grade yet. Obviously, there is not room in Lima for two papers and eventually one will have to go."

It is possible though unusual for an individual to save a newspaper by

pouring money into it if he has an unlimited supply. The late Eugene Meyer took over the Washington *Post* in the early 1930's when it was floundering and had only a 30,000 circulation. He kept pouring millions of dollars into it and losing much of it. But he stuck to it and within five years circulation had risen to 100,000 and the paper was making a profit.

It is exceptionally difficult for a paper to start in a section of a city that is not the core area. The new Brooklyn *Eagle* was forced out of business in November, 1960, after four issues because it could not possibly compete with the seven large Manhattan dailies.

● But it can be done. The *Journal of Commerce* bought the St. Paul *Pioneer Press & Dispatch* in the late 1920's at a time when the paper could make no headway against the entrenched Minneapolis newspapers. A full-scale promotion program was launched with women talking to St. Paul residents and stressing it would be unpatriotic to continue buying the papers of adjoining dominant Minneapolis. The sales of the St. Paul paper zoomed and today it is well received.

A suburban daily which provides intensive local coverage can succeed even in the shadow of the seven large New York City dailies. The sixty-five-year-old Bergen County, New Jersey *Record* is a perfect illustration. Its circulation has soared to 105,000 mainly through complete local coverage, intensive promotion, and a crackerjack circulation staff.

The *Record* was able to accomplish this only because unions were out of the picture. "We operate far more economically and get a far superior performance from our employees," explained Donald G. Borg, publisher, "then we could ever hope to if unions had any say. We plow profits back into the paper and for the benefit of our employees."

It takes a considerable period of time before a new paper can really tell if it is a success and will stay in business. The Red Bank, New Jersey, *Register* went from a weekly to a daily in 1959. "Our attitude is one of extreme caution," said Harold Kelly, general manager. "We're budgeted for five years and really won't be able to evaluate the paper until then. This is a long-term process and it's too early to forecast what will happen."

● An experiment in journalism was the Middletown, New York, *Record*, started in 1956 after a market study indicated Middletown might be the best place to begin a photo-offset daily. But the paper was never able to accomplish its objective. It kept experimenting with new equipment and processes

but couldn't make the anticipated profits. It veered back and forth between a tabloid and full-size paper and constantly shifted its policies.

Finally, the paper was sold to the James H. Ottaway chain in 1960. Ottaway merged it with the established Middletown *Times-Herald*, which he had recently bought. Actually, the *Record* came out on top in the merger with its plant and most of its employees retained while the *Times-Herald* plant was abandoned and few of its employees kept on the payroll.

"This merger enables us to get higher circulation, more advertising, and increased profits," said William C. Lundquest, new general manager. "Our photo-offset process, potentially the best printing process in the industry, is being retained. The main lesson is that it just isn't possible for two dailies to be successful in a medium-sized market like this."

In September, 1960, the Patent Trader Corporation of Mount Kisco, New York, tried to buck the established nine-paper Macy Westchester County chain. The Patent Trader Corporation, with a 17,000 circulation local semi-weekly, added a daily and expanded its market area to much of the county. The Macy Westchester group responded by intensifying its coverage. Two months later the *Daily Trader* was forced to fold with the semi-weekly operation continuing. The loss was estimated as high as \$200,000.

● The *Daily Trader* faced severe difficulties from the start. It was a morning paper as opposed to the afternoon Macy papers. It was extremely difficult to find carrier boys to deliver the paper at early hours. Some newsstands refused to accept the paper, preferring to deal with the established Macy chain.

Advertising was almost non-existent as retailers adopted a wait-and-see attitude. The *Daily Trader* managed to put out sixteen pages a day but the advertising volume kept dwindling. Circulation never climbed above 4,000. The paper overestimated its potential and tried to move too fast. It did not anticipate the extreme difficulties encountered and the fact that the market was an extraordinarily tough one to crack.

But it can be said that certain general ingredients are necessary. First, a market that has a need for a new daily. Then slow, careful planning and evaluation of the market. Budgeting for a long-term operation. Then action. The hiring of a high-quality staff in editorial, circulation, advertising, promotion. The gradual building of a fine product.

Most of all, courage.

The Book Beat

Background

EDITORS and reporters alike need background information. Here are four books recommended to give valuable background material for today's news. Highly readable, as well as sharply critical of the current political scene is **"The New America"** (Basic Books, Inc., \$4.50). The author is Karl E. Meyer, an editorial writer for the Washington, D. C. *Post*, and a frequent contributor to magazines. He offers a penetrating, and sometimes, witty report of politics in the last decade and the transition from the New Deal to what he aptly describes as the "Smooth Deal." There are intriguing sidelights of official Washington, an unflattering report on the Eisenhower administration and an observer's crystal ball view of what the Kennedy administration will be like.

Africa is in the news and in **"Africa A to Z"** (Doubleday & Co., Garden City, N. Y., \$4.95) Robert S. Kane, foreign correspondent and travel writer, gives us a comprehensive review of all of the fifty-six countries that comprise one-fifth of the land area of the world. It is in part a travel guide with advice on transportation, accommodations and sights to see. In addition the author provides valuable background information on the history, culture and political and economic problems of each country. The author has made three trips to Africa, the latest in 1959. This is a highly readable and comprehensive guidebook for all of the Dark Continent.

It is still possible to become a millionaire in America despite the income taxes. In **"The New Millionaires and How They Made Their Fortunes"** (Bernard Geis Associates, New York, \$4.95) the staff of the *Wall Street Journal* tells the individual stories of thirteen men and one woman who have become millionaires since World War II. Each one represents a different field of activity, but they all have one common denominator—toughness, imagination and daring. Warren H. Phillips, managing editor of the *Wall Street Journal*, has written the introduction, analyzing the factors which made possible the financial success of the new millionaires.

We need to know more about the life of the people of Russia and Howard Norton, who until recently was chief of the Moscow Bureau of the Baltimore, Maryland *Sun*, supplies this gap in **"Only in Russia"** (D. Van Nostrand Co. Inc., Princeton, N. J., \$4.95). Mr. Norton and his family lived among the

Russians for nearly four years. From that experience he writes with interest as well as authority of the daily life of the Communist elite as well as of the average Soviet citizen. His book is not an attempt to compare Russia with the United States, but rather to take the reader behind the Iron Curtain for a glimpse of such vexations of daily life as juvenile delinquency, lack of telephones, and lack of privacy.

—C. C. C.

Science Lingo

WITH the growing emphasis on news of science has come the recognition that science has a vocabulary of its own which the press must translate for the layman. In **"The Language of Science"** (Harcourt, Brace & World, Inc., New York, \$4.95) William Gilman offers a clear and concise guide to the jargon of science. A chemistry major in his undergraduate days, he has been a newspaper reporter and magazine editor. His book gives practical advice on how to keep scientific writing simple, words that need translating and even how to write effective leads. It is valuable, both for newsmen and for technical writers in industry.

—C. C. C.

News Writing

TWO well known journalism teachers, Laurence R. Campbell, formerly dean of the School of Journalism at Florida State University, and Roland E. Wolseley, professor of journalism at Syracuse University, have combined to write this new book on news writing. In **"How to Report and Write the News"** (Prentice-Hall, Inc., New York, \$7.95) they analyze all news media, including radio and television. Each chapter deals with a specialized news field and contains practical discussions on gathering as well as writing news. While intended primarily as a text, it is of interest to reporters and editors as well.

Elmer Davis

THEY never scared Elmer Davis, and why they didn't is told with spirit and admiration by Roger Burlingame in **"Don't Let Them Scare You,"** the life and times of Elmer Davis (J. B. Lippincott Company, Philadelphia and New York, \$5.95).

The book is filled with Davis's philosophy, none of it so fearless and clear-thinking, however, as in his fight against Senator Joseph R. McCarthy and the McCarthy credo. What Davis

had to say about McCarthy and McCarthyism is as topical now as it was then:

"The first and great commandment is: Don't let them scare you. For the men who are trying to do that to us are scared themselves. They are afraid that what they think will not stand critical examination; they are afraid that the principles on which this Republic was founded and has been conducted are wrong. They will tell you that there is hazard in the freedom of the mind, and of course there is, as in any freedom. In trying to think right you run the risk of thinking wrong. But there is no hazard at all, no uncertainty, in letting somebody else tell you what to think; that is sheer damnation."

That's Davis and there's plenty of him in Burlingame's book. But, unfortunately, there is a lot that is irrelevant in the book. There's generally what seems like an attempt to present history in the "grand," all encompassing, sense; too much of the "times" of Davis.

For a reporter—or publisher—who questions how he should deal with the moral challenges facing him, Elmer Davis is a first-rate guide; a guide, however, whose principles are followed today by woefully few.

—ROBERT G. TRAUTMAN

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Sigma Delta Chi NEWS

NO. 105

AUGUST, 1961

500 Expected to Attend Convention



The Atlantic Ocean on the right, Collins avenue in the middle, inland waterways on the left, and bathing beauties, below, lure many tourists to Miami Beach yearly.



SDX NEWS for August, 1961

Delegates to Discuss Reorganization Plan

More than 500 persons, including representatives from most of the professional chapters and all of the university student chapters are expected to attend the 52nd national convention of Sigma Delta Chi at the Hotel Fontainebleau in Miami Beach, October 25-28.

Principal business will be an assessment of the first year's operation of the major reorganization program approved for the Society at last year's meeting in New York City. The Society seeks to raise standards of professional competence among all the news media and to promote journalism as a career choice for young people.

In a decentralization move, 11 regional directors serve with five national officers in directing affairs of the Society, which also include national freedom of information and awards programs.

Stuart Newman of Stuart Newman Associates, Miami Beach, will be general convention chairman and Tony Garnet will be president of the host Greater Miami Professional Chapter. Other members of the committee include Finance Committee, Parks Rusk; Program Committee, Bill Boggs; Publicity and Press Committee, Hank Meyer; Reception Committee, George Beebe; Publication Committee, Everett A. Clay; Special Gifts Committee, Herb Rau, *Miami News*; Hospitality and Entertainment, George Cooper; Transportation and Post-Convention, S. Roger Wolin, Pan American Airlines; Attendance and Registration Committee, Phil DeBerard, Southern Bell; Women's Committee, Mrs. Fred Sherman; Special Events Committee, Ralph Renick, Vice-President of News, WTVJ; Photography Committee, Bob East, *Miami Herald*; Undergraduate Co-Ordination, Wilson Hicks, University of Miami; State Members Co-Ordination, Michael Morgan, *Miami Herald*; and V. M. Newton Jr., *Tampa Tribune*.

It's a Wonder Press Has So Few Faults, Says Fred A. Seaton

The American Press is engaged today in making a reasonable profit. ("So far there is not anything illegal about it.")

But more fundamental are the basic articles of newspapers, magazines, periodicals, radio, television, and books which make Americans among the best informed people on the face of the globe.

Fred A. Seaton, principal speaker at the dedication of Kansas State University's new journalism wing April 21, said he did not think this fact is important.

"But I think it would be very important if we weren't among the best informed people."

Seaton, one of the most illustrious of the department's former students, was one of the midwest's most admired small newspapermen as editor and publisher of the Hastings, Neb., *Tribune* before he served as President Eisenhower's Secretary of Interior.

The Nebraskan called attention to the fact there are more than 9,000 newspapers in America and asked, "How many newspapers are there in any other nation of the globe?"

He also noted there are more than 8,000 business papers, magazines, and periodicals.

"Last year, despite fears inspired by TV, we purchased 800 million books."

Seaton went on to point out that in the past 15 years commercial radio stations have multiplied 15 times, and in the same 15 years the number of television stations has grown from 9 to more than 700.

"I'm not saying the sum total of knowledge is due to the Press (Seaton used the Press in the broad sense, embracing all forms of communication) but the Press is making available to every person in this country all of the information the human intellect can soak up. It has a great deal to do with the fact Americans are the best informed people in the world."

The Press has all too many faults, "But in the almost total absence of policing of the Press, the wonder to me is that the Press has so few faults," Seaton commented.

"As we survive today in a troubled world we must see the Press is strengthened and purified of its ills and sins."

Personals

About Members

Bob Hendrickson, associate editor of *Today's Health* magazine, and a member of The Chicago Headline Club, is also acting as co-editor of *Lyric Opera News*, a quarterly magazine published by The Lyric Opera of Chicago.

Deadline Club Presents First Annual UN Correspondents Award

By FRANK B. LATHAM

"One of the greatest causes in the world is the cause of the United Nations. It is also one of the greatest continuing news stories in the world. . . . Would any man deny that the problems with which the U.N. is struggling are vital? Aren't they interesting? Can't we encourage efforts to make U.N. work better known?"

"For I assure you, the U.N. needs public attention, public support, if the governments belonging to it are to make it work—are to keep on trying. I know."

"To whoever hears me now, and to whoever has the world's best interest at heart, let me propose the creation of a prize for the best United Nations reporting that, over the course of a year, serves to promote the principles and purposes of the United Nations. . . . Perhaps in 1960, the New York Professional Chapter of Sigma Delta Chi—in the city where the United Nations has its headquarters—might be willing to consider promoting more information out of the United Nations, to give expression to the just and natural aspirations of all peoples of this world, including those of us here tonight. . . ."

The above challenge was presented by Gen. Carlos P. Romulo, Philippine Ambassador to the U. S., at the annual dinner meeting of New York's Deadline Club May 12, 1960.

Result: On May 11, 1961, the first annual award for United Nations Correspondents was presented by the Deadline Club to Krishnamachari Balaraman of *The Hindu* of Madras, India. Prof. John Hohenberg, of the Graduate School of Journalism, Columbia University, was chairman of the committee that selected Mr. Balaraman for the award. Since Mr. Balaraman was en route to Madras to take over a top editorial position on *The Hindu*, the award was accepted for him by Ambassador Chandra Shekhar Jha, permanent representative of India to the United Nations.

Mr. Balaraman has been a newspaperman for 30 years. He came to the United States in 1948 as *The Hindu's* special correspondent and has since been covering not only the American scene, but also the United Nations and other international conferences on the North American continent. He is a former president of the U.N. Correspondents Association and of the Foreign Press Association. No newcomer in the business of winning awards, he was given the English Speaking Union's Better Understanding Award in 1957, and the University of California's (Los Angeles) Foreign Press Award in 1958 and 1960.

In accepting the award for his countryman, Mr. Jha reminded his audience that India is the most populous democ-

racy, and he felt it most fitting that representatives of the press of another great democracy should honor Mr. Balaraman. A longtime member of the Indian civil service, Mr. Jha has, since 1950, been in the diplomatic service. He was chairman of the Governing Council of the United Nations Special Fund in 1960; chairman of the Human Rights Commission in 1961 and, on May 9, 1961, was elected chairman of the Committee on Contributions of the U.N.

The award for U.N. reporting carries with it a \$500 prize and a plaque. The cost of the award has been underwritten for five years by the Ohio Oil Company. The scroll, also presented to the winner, reads: "For distinguished United Nations Correspondence, based on journalistic initiative, sound interpretation, devotion to the precepts of freedom of information and a demonstrated understanding of world organization problems."

In suggesting that the Deadline Club consider an award for U.N. reporting, Ambassador Romulo said, "Whoever might do it, however it might be done, I think it would be worth-while. There was an advertisement some time back in the New York newspapers which quoted Edmund Burke:

"All that is necessary for the forces of evil to win in the world is for enough good men to do nothing."

"Can we encourage enough good newspapers to do something? To help the cause of the United Nations? My cause—and yours?"

Mr. Balaraman, winner of the First Annual Award for United Nations Correspondents, deservedly takes his place among men of good will and purpose in the world, men who will do much to see that the forces of evil do not win. And the New York City Professional Chapter believes that its award will in years to come take its place among other great awards for journalists—the Pulitzer, George Polk, Ernie Pyle, Heywood Broun, Sigma Delta Chi, Thomas L. Stokes, William Allen White, Elijah P. Lovejoy, National Headliners, Overseas Press Club.

Personals

About Members

Paul V. Peterson (University of Colorado '48), associate professor and chairman of the Department of Journalism of the University of Omaha, spent five weeks in the Communications Division of the American Medical Association's headquarters in Chicago this summer under the fellowship program of the Public Relations Society of America.

Name Outstanding Male Graduates And Scholarship Award Winners

Citations for achievement, presented annually by Sigma Delta Chi, have been awarded this year to 57 male graduates in journalism who were selected as outstanding in their classes at colleges and universities where the Society has chapters.

The selections are made on the basis of character, scholarship in all college work, and competence to perform journalistic tasks. The decision in each case is made by the committee composed of student, faculty, and professional members of the Society.

The purpose of the citations, which are not restricted to members of Sigma Delta Chi, is to foster high standards and encourage broad and thorough preparation by students intending to follow journalism as a career.

The men receiving the distinction this year are:

ARIZONA STATE UNIVERSITY—Richard M. Stuart
BRADLEY UNIVERSITY—Victor M. Pilolla
BRIGHAM YOUNG UNIVERSITY—Don Carlos Woodward
UNIVERSITY OF CALIFORNIA AT LOS ANGELES—Ludwig Adamec
UNIVERSITY OF COLORADO—Edward Hering
DEPAUW UNIVERSITY—William McDowell
DRAKE UNIVERSITY—Thomas C. Wyatt
DUQUESNE UNIVERSITY—Peter J. Li
UNIVERSITY OF FLORIDA—Richard Leo Hebert
UNIVERSITY OF GEORGIA—William D. Osborne
GRINNELL COLLEGE—F. Garvin Davenport, Jr.
UNIVERSITY OF IDAHO—Neil E. Leitner
UNIVERSITY OF ILLINOIS—David Lowell Kuhn
INDIANA UNIVERSITY—Glenn N. Schram
IOWA STATE UNIVERSITY—David Lendt
KANSAS STATE UNIVERSITY—John L. Petterson
THE UNIVERSITY OF KANSAS—Carl John Peterson
THE UNIVERSITY OF KENTUCKY—Newton T. Spencer
LOUISIANA STATE UNIVERSITY—Whitney Louis Belanger
MARQUETTE UNIVERSITY—James P. Gannon
UNIVERSITY OF MIAMI—Eric Wesley Allen
UNIVERSITY OF MICHIGAN—Richard Alan Pratt
MICHIGAN STATE UNIVERSITY—Paul R. LaRocque
UNIVERSITY OF MINNESOTA—Thomas G. Matthews

UNIVERSITY OF NEW MEXICO—Jamie Rubenstein
UNIVERSITY OF MISSOURI—Byron Edward Calame
MONTANA STATE UNIVERSITY—Gale Z. Brammer
NEW YORK UNIVERSITY—Jeff Gralnick
UNIVERSITY OF NORTH CAROLINA—Edward Neal Riner
UNIVERSITY OF NORTH DAKOTA—A. Bennie Bachmeier
NORTH TEXAS STATE COLLEGE—Don McDowell
NORTHWESTERN UNIVERSITY (Medill School of Journalism)—William Maurice Pride
THE OHIO STATE UNIVERSITY—Myron Belkind
OHIO UNIVERSITY—William R. Felcan, Mel A. Vogel
OKLAHOMA STATE UNIVERSITY—James Frank Frazier
UNIVERSITY OF OKLAHOMA—Robert M. Ruggles
OREGON STATE UNIVERSITY—Gwili O. Evans
UNIVERSITY OF OREGON—Howard James Boyd, Jr.
PENNSYLVANIA STATE UNIVERSITY—Ian Edler McNett
SAN DIEGO STATE COLLEGE—Jack Oakes
SOUTH DAKOTA STATE COLLEGE—Kenneth James Johnson
UNIVERSITY OF SOUTHERN CALIFORNIA—Joseph Saltzman
UNIVERSITY OF SOUTH CAROLINA—Jimmie Lee Hoagland
SOUTHERN METHODIST UNIVERSITY—George William Jernigan
STATE UNIVERSITY OF IOWA—James Roy Seda
TEMPLE UNIVERSITY—William G. Double
UNIVERSITY OF TENNESSEE—Samuel Herbert Roberts, Jr.
TEXAS A & M COLLEGE—James G. Gibson, II
THE UNIVERSITY OF TEXAS—Donald Patrick Meyers
TEXAS TECHNOLOGICAL COLLEGE—Preston Maynard
UNIVERSITY OF TULSA—Patrick Jesse O'Dell
UNIVERSITY OF UTAH—Don LeFevre
WASHINGTON & LEE UNIVERSITY—David Otto Goller
WASHINGTON STATE UNIVERSITY—Terry Brady
WAYNE STATE UNIVERSITY—Leslie Langlois
WEST VIRGINIA UNIVERSITY—Ralph Izard
UNIVERSITY OF WISCONSIN—Bruce Thorp
One hundred and seven men and women journalism students, graduated in May and June, have received Scholar-

ship Award Certificates, given annually by Sigma Delta Chi.

These students qualified for the distinction by having established scholastic ratings placing them in the upper five per cent of their graduating classes.

All college work for four years is taken into consideration. The scholarship award program was established in 1927 to recognize superior scholarship in all college courses, in keeping with the Society's policy of encouraging broad preparation for entry into the professional fields of journalism.

Following is a list of the 1961 winners of the award:

ARIZONA STATE UNIVERSITY—Leo Litin
BRADLEY UNIVERSITY—Judith A. Grimm
BRIGHAM YOUNG UNIVERSITY—William Porter
UNIVERSITY OF CALIFORNIA, Los Angeles Chapter—Judith Ann Friedman
UNIVERSITY OF COLORADO—Helen Sue LaVoi
DEPAUW UNIVERSITY—Carolyn Wolf
DRAKE UNIVERSITY—Mrs. Sandra Greifenstein
DUQUESNE UNIVERSITY—William L. Randour, Jerry O. Priscaro
UNIVERSITY OF FLORIDA—Jack Harper Snyder, Frederic Martin Hitt, Fred Leslie Smith
UNIVERSITY OF GEORGIA—Julia Ann Appleton, Mary Jenny Warlick, Lynda Gay Jones, Joan Zitzelman
GRINNELL COLLEGE—Alida Snyder
UNIVERSITY OF IDAHO—Louis Lee Townsend
UNIVERSITY OF ILLINOIS—Gerald A. Holloway, David L. Kuhn, Emily S. Howald, Mrs. Frances D. Dworkin, Harold T. Roos, Jr.
IOWA STATE UNIVERSITY—Mrs. Edith Lillie Bartley, Carol Shellenbarger
KANSAS STATE—Mrs. Maureen V. Gobel
UNIVERSITY OF KANSAS—Alan W. Wuthnow, Carl John Peterson
UNIVERSITY OF KENTUCKY—Norris R. Johnson
LOUISIANA STATE UNIVERSITY—Jimmie Bernard Martise, Birthney Ardoin
MARQUETTE UNIVERSITY—James P. Gannon, Jane Quick, Kathleen H. Byrnes, Martha Milks
UNIVERSITY OF MIAMI—Carol Ann Young
UNIVERSITY OF MICHIGAN—Cynthia Martha Ball, Arthur Charles Carey
MICHIGAN STATE UNIVERSITY—Jane K. Denison
UNIVERSITY OF MINNESOTA—Emily Henning, Kathleen S. Michels, Kay R. Jordan, Margot J. Christensen, Darrell M. Lowe, Farhad Massoudi
UNIVERSITY OF MISSOURI—Judith Bryan Murrill, Richard Gorelick, Byron Edward Calame, Sandra Sue Sulenski, George Mobley, Julia Ann Douglas
MONTANA STATE UNIVERSITY—Judith Lynne King

UNIVERSITY OF NEVADA—Owen Vaught

UNIVERSITY OF NEW MEXICO—Mary Elizabeth Ann Woodward

NEW YORK UNIVERSITY—Virginia Valenti, Maxine Hochman

UNIVERSITY OF NORTH DAKOTA—Mrs. Jane Louise Lehr, Marvin Dale Fischer

NORTH TEXAS STATE COLLEGE—Johnnie Lou Looney, Jeannette Brusie Ivy

NORTHWESTERN UNIVERSITY—Emiline Olivia Royco, Rae Eva Lesser, Barbara Marie Stanton, Brian William Grant

OHIO UNIVERSITY—Mel A. Vogel, Gene I. Maeroff, William R. Felzcan, Mary L. Wallace

THE OHIO STATE UNIVERSITY—Thomas L. Hopkins, Janet Lee Wilt

UNIVERSITY OF OKLAHOMA—Robert M. Ruggles, Ann Brewer, Eddie Lee Frost

OKLAHOMA STATE UNIVERSITY—Don Lee Rice

UNIVERSITY OF OREGON—Alan A. Hynding, Jacqueline LaDue

OREGON STATE UNIVERSITY—Shelly Stadheim

PENN STATE CHAPTER—Mrs. Janet Durstine, Mrs. Carol Blakeslee Meusger, Ian Edler McNett

SAN DIEGO STATE COLLEGE—Mrs. Julia Kaufman Sullivan, Joseph Stein

UNIVERSITY OF SOUTH CAROLINA—Jimmie Lee Hoagland, Elizabeth C. Childs

SOUTH DAKOTA STATE COLLEGE—Richard Loken

UNIVERSITY OF SOUTHERN CALIFORNIA—Nita Biss

SOUTHERN ILLINOIS UNIVERSITY—Joe B. Bryant, Robert G. Hays

SOUTHERN METHODIST UNIVERSITY—Helen Ruth Blair

STATE UNIVERSITY OF IOWA—Frank Royce Brownell III, Christie Heritage

TEMPLE UNIVERSITY—Doris June Smith, William G. Double

UNIVERSITY OF TENNESSEE—Jacquelynn Gale Buchanan

UNIVERSITY OF TEXAS—Marie Jo Eickmann, Sara Allison Burroughs, David Hamilton Kelsey

TEXAS A & M—Morris W. Asbill, Jr.

TEXAS TECH STUDENT CHAPTER—Bobby Horton

UNIVERSITY OF WASHINGTON—Karen Storey

WASHINGTON & LEE—Robert J. O'Brien

WAYNE STATE UNIVERSITY—Evelyn August, Charlotte May Hyams

WEST VIRGINIA UNIVERSITY—Mrs. Ermalee Janice Boice

UNIVERSITY OF WISCONSIN—Lucius Gordon Hill, Elizabeth Flynn, Sanford Winston

Norman E. Indahl has joined the public relations staff of Wine Institute, the trade association for the wine growers of California.

Do You Know Any of These Men?

ALABAMA

Merrill Reed Bankester
Ronald Crowe
James W. Goodloe
Thomas G. Martin
Ransom Alan Moore
Royden Gillis Morgan
Ens. John L. Shapin

AMERICAN UNIVERSITY
George Doty
Stanley J. Grogan, Jr.

ATLANTA PROFESSIONAL
John P. Kelly
Reginald Murphy

AUSTIN PROFESSIONAL
Robert H. Ryan

BAYLOR UNIVERSITY
Jack Lyle
Joseph P. Moore

Charles Allen Morrow
Hugh Edwin Nations

BOSTON UNIVERSITY
Elliot Leon Lewis
2/Lt. Sidney L. Nicoll
Kenneth G. Richardson
Roger Deering Skillings, Jr.

BUTLER UNIVERSITY
Robert C. Braun
N. L. Hanna

Lloyd D. Hickerson
Richard W. Lyle
Henry W. Moesch, Jr.

BRIGHAM YOUNG UNIVERSITY
John Laurence Day
Reese Earl Faucette

Duston George Harvey
Danny William Moore

UNIVERSITY OF CALIFORNIA (Berkeley)
Willard B. Akers, Jr.
John L. Clay

William Lichecher, Jr.
David Wallingford McMurry

UCLA
Robert Marshall Burnett
Joseph F. Dinonsale

Larry Leroy Meyer
Jack C. Star

Jude T. Wanniski

CENTRAL OHIO PROFESSIONAL
Doral P. Chenoweth

CHICAGO PROFESSIONAL
Max F. Harris
Walter Lister, Jr.

Vincent T. Tubbs
Ford B. Worthing

CLEVELAND PROFESSIONAL
Edward J. McAuley
Francis L. O'Neill

UNIVERSITY OF COLORADO
Kenneth R. Clark
Frank W. Gappa

James D. Hetzer

COLORADO PROFESSIONAL
Charles C. Bevis, Jr.
Richard C. Graf

Larry E. Williams, Sr.

COLUMBIA
Samuel A. Methewson

CORNELL UNIVERSITY
Keith R. Johnson

DEPAUW UNIVERSITY
Wallace E. Knuth
Donald L. Layton

Norman Miller
Thomas J. Spackman

DETROIT PROFESSIONAL
Richard E. Osgood

DRAKE UNIVERSITY
Lt. Peter Blair, USMCR
Mervin C. Nelson

Lawrence W. Whiteside

DUQUESNE UNIVERSITY

John Michael Deigna
Vincent Golia

EMORY UNIVERSITY

Alonzo L. McDonald, Jr.

UNIVERSITY OF FLORIDA

Judson J. Conner
Gus H. Hancock, Jr.
J. Frank Harris
John Edwards Harris
Capt. J. Paul Horton, Jr.
Gilbert N. Johnson
Earl J. Kaplan, Reporter
Prentice L. Veal, Jr.
Edward Henry Wentworth, Jr.

FORT WORTH PROFESSIONAL

J. Duane Howell

UNIVERSITY OF GEORGIA

2/Lt. Francis O. Anderson
William B. Gray
Walter D. Guthrie
Robert B. Mitchell
Arthur G. Perry
Donald W. Segraves
Henry Y. Warnock

GREATER MIAMI PROFESSIONAL

Hendrik J. Berns
Dominick Bonafede
James Coe Buchanan

GRINNELL COLLEGE

Walter D. Jacobson
Stephen R. Tatarsky
James L. Wohlner

HAWAII PROFESSIONAL

William W. Davenport

UNIVERSITY OF HOUSTON

Terry L. Long
Donald C. Uhrbrock

UNIVERSITY OF IDAHO

John Frederick Blair
Dean Hyrum Judd

UNIVERSITY OF ILLINOIS

Ens. Robert C. Arterburn
Edward G. Bauer
David S. Bloxson
Daniel Edward Cohen
Jack J. Colwell
Ronald E. Dillman
Morton R. Engelberg
David K. Frazer
A/3C Richard Gronquist
Paul G. Hayes
Walter M. Hoel, Jr.
Ernest C. Humphrey
Richard H. Icen
William Edward Jackson
Rudolph Kolak
P.F.C. John P. Lindhorst
Conrad E. Locander
Clinton W. Loomis
Harold Stanley Mace
Richard G. Massock
Bruce Micari
James R. Mitchell
James Edward Murphy
Robert W. O'Rourke
Victor Rodriguez
Melvin Dale Runge
Charles Schwarz
Gerald I. Silverman
Norman Snazovsky
Charles W. Thompson
Peter Andre J. Weitzel
Michael C. Whalen
George W. Willhite
Harvey W. Wittenberg
Glenn E. Wolf

INDIANA PROFESSIONAL

Curtis O. Bridwell
Allen C. Jeffries

Rosmond Jensen
Joseph H. Nixon

INDIANA UNIVERSITY
Wayne Lee Armentrout
Frank Bourgholtzer

Richard Lee Carson
Robert S. Corya

Donald L. Finney
Thomas J. Fleming
Robert H. Garcla
Barry Armond Gemmer
Joseph Elton Geshwiler
James Cooper Randall
Rex A. Redifer
Robert E. Scott
James D. Thompson

UNIVERSITY OF IOWA

Charles Lawrence Day
James J. Dooley
Donald R. Finley
Capt. Worth Johnson
Donald W. Richardson
Maurice E. Van Metre

IOWA STATE UNIVERSITY

Robert LeRoy Bartley
Gene Louis Dubois
John W. Garberson

Rollie F. Henkes
Cecil Merlin Hunt
Walter J. Miller

Keith M. Nichols
James Russell Roberts
Jack E. Rossman
Fred R. Sindt

Glen Edwin Walker

UNIVERSITY OF KANSAS

Burton Hugh Brewer
Richard D. Brown

2/Lt. Herbert Culp
LTJG Gerald L. Dawson
Gary Dean Hale

Thomas Alan Hough
Keith E. Leslie
LeRoy Lewis Lord

Dale Dean Morsch

KANSAS CITY PROFESSIONAL

James Larimore, Jr.
William Leeds

KENT STATE UNIVERSITY

Lacy Dean McCfary

KANSAS STATE UNIVERSITY

Wellington Brink
Lt. John R. Eidsen
Noel Rayburn Lippe

Larry L. McGhee
Larry Kyle Maredith
Luman G. Miller

Wm. C. Rogers

UNIVERSITY OF KENTUCKY

James E. Barrickman
James Christian Eddleman, Jr.

Donald R. Mills
William Robert Neikirk
Gurney M. Norman

M/Sgt. Alfred P. Robertson
David V. Stewart

SOUTHEAST LOUISIANA PROFESSIONAL

Wilford D. McGlasson

LOUISIANA STATE UNIVERSITY

Smiley Gray Anders, Jr.
James R. Levy

MARQUETTE UNIVERSITY

Cornelius P. Adams
Thomas M. Behan
Charles Paul Cilona

Jerome G. Darrow
Robert E. Finn
David Victor Hintgen

Joseph Hamilton Holbrook
Daryl C. Natz
Daniel Nicholas Patrinos

W. G. Robertson
Francis T. Rotta
John H. Sullivan

UNIVERSITY OF MARYLAND

John Edwin Blitz
Robert George Carey
Robert Patrick Carey

David Newcomer Freeman
Houston Glover Ingram
Raoul King Jones

Lawrence A. Reba

Please send addresses to Sigma Delta Chi, 35 E. Wacker Drive, Chicago 1, Illinois

Chapter Activities

Each chapter should appoint a correspondent to report local Sigma Delta Chi activities to the SDX NEWS.



CHICAGO HEADLINE CLUB—At the Club's last meeting of the year, held June 15 in the Merchandise Mart, Headline Club members elected new officers and directors, initiated nine new members into the society, and heard a distinguished panel debate the question: "Are Public Relations and Newsmen Enjoying Their Marriage?"

Panel members included Hal Bruno of the Chicago bureau of *Newsweek*; Morris Rotman, president of Harshe Rotman Inc.; John Madigan, assistant managing editor and city editor of *Chicago's American*; Doug Timberlake, regional manager of publicity for United Airlines; and Lee Feldman, of Lee Feldman and Associates. Bill Furlong, sports columnist of the *Chicago Daily News* moderated the program.

Those initiated included: Arnold J. Kuhn, executive director and editor, Chicago Committee on Alcoholism; Robert Mueller, associate editor, *Poetry Magazine*; Ed Nelson, associate editor, *Science & Mechanics* magazine; William McCrane Thompson, editor, *Sun Times-Daily News* syndicate; George Cullicott, assistant news editor, the *Chicago Daily News*; Stewart R. MacDonald, special feature writer, *Waukegan News Sun*; Alex Zelchenko rewrite man, Chicago City News Bureau; Archie A. Lieberman, free lance photographer connected with Black Star Publishing Company; and Richard Kirkpatrick, assistant editor of general features, *Popular Mechanics* magazine.

New officers elected were: Gordon Strachan, director of public relations, Illinois Manufacturers' Association, president; Al Balk, free lance writer, first vice president; Bill Garry, CBS news director (TV) Chicago, second vice president; Sy Adelman, City news bureau, secretary; Eric Lund, *Chicago Daily News* reporter, treasurer.

Elected directors for two years were: Dennis Orphan, associate editor, *Today's Health* magazine, and immediate president of The Headline Club; George Crawford, editor, *Waukegan News Sun*; Hal Bruno, Chicago correspondent *Newsweek* magazine; Leo Fischer, sports editor, *Chicago's American*; Joe O'Brien, public relations department, Illinois Bell Telephone; Fred Whiting, Northwestern University school of Journalism; Isaac Gershman, managing editor, City News Bureau (and recently appointed Fellow of Sigma Delta Chi); and Jay Goldsmith, public relations department Combined Jewish Appeal.

Those directors elected for one year include: Erle Ross, *Steel* magazine; Sam Saran, NBC News; Emmett Dedmon, managing editor, *Chicago Sun Times*; Ralph Jones, bureau chief, Fairchild Publications; Merritt Johnson, copy chief, *Chicago Daily News*; Stanley Armstrong, *Chicago Tribune*; and Eddie Smason, Harshe-Rotman account executive.

Pictured are the new initiates: Left to right standing: Orphan, Zelchenko, Mueller, Cullicott, Thompson. Left to right seated: Kuhn, MacDonald, Kirkpatrick, Nelson, Lieberman.

CENTRAL PENNSYLVANIA—A. Douglas Thompson of the *Carlisle Sentinel*, John P. Feeley of the *Danville News* and Harry McLaughlin of the *Harrisburg Patriot-News* were initiated into the Society at ceremonies conducted by the Central Pennsylvania Chapter at Penn State University.

DALLAS PROFESSIONAL—Ted H. Maloy, regional director of public relations for Safeway Stores, Inc., in the mid-continent U. S., will head the Dallas Professional Chapter of Sigma Delta Chi as president during 1961-62.

Serving with him during the year will be Forrest Moore, Rominger Agency, and W. Lee Bond, *United Press International*, vice-presidents; Benny O'Brien, *Celina Record*, vice-president-at-large; Don Matthews, Dallas Independent School District, secretary; Winston Fournier, Winston Fournier & Associates, treasurer; and Charles Dameron, the *Dallas Times Herald*, Wes Wise, WFAA-TV, Jack Rolf, Texas Mid-Continent Oil and Gas Association, and Ed DeWeese, American Association of Oilwell Drilling Contractors, directors. Outgoing president John Nation, the Atlantic Refining Company, also will be a member of the board of directors.

A veteran newsman, Mr. Maloy has served as editor of the *Elk City (Okla.) Daily News* and was with *United Press International* for 11 years. He worked in a number of bureaus over the country as staff correspondent, bureau manager and finally as Southwest Division News Editor in Dallas. He was with Braun and Company, national public relations counsellors, before joining Safeway.



EASTERN OKLAHOMA PROFESSIONAL—Newly elected officers of the Eastern Oklahoma professional chapter were installed by Ralph Sewell, regional director, at the chapter's annual banquet, May 24. Pictured left to right are: Treasurer, John Wright, Collinsville News; Vice president, Forrest Brokaw, KVOO-TV; Ralph Sewell, the *Daily Oklahoman-Times*; President, Phil Dessauer, Tulsa World; and Secretary, Ron Butterfield, Sunray Mid-Continent Oil Corp.

WASHINGTON, D. C. PRO—Fourteen D. C. newsmen were initiated at the annual dinner of the Washington Professional Chapter at the National Press Club.

Senator A. S. Mike Monroney, (D), Oklahoma, an SDX member, spoke on government-press relations. Edward W. Scripps II, SDX National President, and Warren K. Agee, National Executive Officer of the society also spoke.

Julius Frandsen of UPI presented the president's gavel to the incoming president, Royden Stewart, FDC REPORTS. Ted Koop of the Columbia Broadcasting System was master of ceremonies.

The new members are: Marvin L. Arrowsmith, *Associated Press*; Robert A. Barr, Fairchild Publications; William C. Bryant, *U. S. News & World Report*; Spencer Davis, *Associated Press*; Brian M. Duff, *Copley Press*; William D. Hall, American Aviation Publications; Ward Swift Just, *Newsweek*; Jerry M. Landay, Westinghouse Broadcasting Company; Peter Lisagor, *Chicago Daily News*; William F. McMennamin, *U.S.I.A. News Service*; Michael J. Marlow, *Columbia Broadcasting System*; Thomas B. Ross, *Chicago Sun-Times*; Raymond L. Scherer, *National Broadcasting Company*; and Vance Trimble, Scripps-Howard Newspaper Alliance.



NEW ENGLAND—The New England Chapter has made its Yankee Quill awards to five editors and added their names to its Academy of New England Journalists.

At a dinner in The Boston Club attended by 125, the silver quills plaques were awarded Herbert Brucker, editor of the Hartford (Conn.) *Courant*; Erwin D. Canham, editor of the *Christian Science Monitor*; Waldo L. Cook, late editor of the Springfield (Mass.) *Republican*; Henry Beetle Hough, co-editor of the *Vineyard Gazette*; and Arthur G. Staples, late editor of the Lewiston (Maine) *Journal*.

Canham, Brucker and Hough were present. The Staples plaque was presented Russell H. Costello, publisher of the *Lewiston Sun and Journal*. The Cook plaque was accepted by Russell Keith, State House bureau manager of the Springfield newspapers.

The five honored editors join the charter members in the Academy of New England Journalists—Sevellon Brown, late editor and publisher of the Providence (R. I.) *Journal Bulletin*; George F. Booth, late editor and publisher of the Worcester (Mass.) *Telegram Gazette*; Minnie R. Dwight, late editor-in-chief and publisher of the Holyoke (Mass.) *Transcript-Telegram*; James B. Morgan, late editorial writer and political analyst of the Boston (Mass.) *Globe*; and Norris G. Osborn, late editor-in-chief of the New Haven (Conn.) *Courier-Journal*.

The academy was created by the New England chapter to pay honor to men who have served the cause of journalism in the six-state region with distinction and achievement. The nominations are made by chapter members. Those honored may be men and women, living or dead, who have contributed to the development of all forms of journalism in New England.

It is the intention of the chapter to obtain a permanent location at which pictures of the academy members and records of the citations can be kept.

Presentation of the awards was made by William L. Plante, past chapter president and chairman of the awards committee. Other members of the committee were Leslie Moore, L. P. Yale, Henry Minott and Chapter President Thomas J. Murphy.

Dr. Leonard W. Levy, dean of the Brandeis University Graduate School of Arts and Sciences, was the speaker. His book, "Legacy of Suppression," won the national Sigma Delta Chi award for the best published research in journalism in 1960.

He addressed himself to the history of news suppression, exploding some myths and warning of the dangers that exist as various individuals and agencies seek methods of depriving the people of their right to know.

Plante, left, presents awards to (left to right) Hough, Costello, Brucker, Canham, and Keith.

GRINNELL—The chapter's "highest honor" was presented "in recognition of distinguished service to this campus and to journalism" to the following six persons: Howard R. Bowen, president of the college; Prof. F. Andrew Brown; F. Garvin Davenport, Jr.; William Kell; Marilyn Kelsey, students; and to "Nous," a new publication dealing with philosophical matters. Citations were as follows:

Bowen: Quietly and consistently maintaining student

and faculty rights to freedom of speech and expression on this campus and elsewhere.

Brown: As chairman on several occasions of the committee on student publications, always insisting on highest ethics, sound business principles, and adherence to the body of rules governing the proper operation of the committee's business—never allowing the impatient to bypass nor the loquacious to monopolize.

Davenport: Outstanding service as *S & B* editor; recognized success in various writing forms, including national publication and campus contest; presidency of Grinnell Sigma Delta Chi; and—nurturing ideals in a cynical world.

Kell: Consistently demonstrating journalistic excellence of unusual breadth, as *Cyclone* editor, and producer of the Mock Convention program, and writer of the "Program in Practical Political Education" brochure, in addition to the more routine journalism duties of *S & B* reporter and critic, SDX secretary, and assistant in the Information Service.

Miss Kelsey: Brilliant leadership of Theta Sigma Phi, diligent work on the *S & B*, and guiding spirit in the production of the creative and exciting first "Little Scarlet and Black Book."

"Nous": Bringing to Grinnell a new publication, its first issues of consistent excellence and importance, filling a very real need on this campus and elsewhere.

BUCKEYE CHAPTER—Some of Akron's biggest fish watched each other get harpooned and had a whale of a good time doing it at a recent meeting of the Buckeye Chapter.

The shaft sank, too, into national and state figures. Many felt the whole barb. Others suffered only the point of the needle.

The Chapter made its victims wriggle on the hook at its sixth annual girdiron dinner.

* * *

A Record-Busting overflow crowd of 550 chuckled, guffawed, roared and bellowed as an SDX cast of 18 raked the big shots—and themselves—over the coals.

The prominent personages paid \$10 a plate at the Sheraton Hotel to see their personalities punctured for a worthy cause, journalism scholarships for deserving high school students.

This year's winner was Ronald D. Clark, 17, a Smithville High School senior. His award is worth \$780.

The only other serious moment was a presentation of the Buckeye Chapter's sixth annual award to an Akron-area resident who has made an outstanding contribution to the community by his cooperation with news media representatives.

* * *

SDX President Kenneth Cole, *Beacon Journal* city editor, awarded weatherman Ray Robinson a framed certificate for excellence in "interpreting his job to the public."

Ohio top brass attending the fish fry were State Republican chairman Ray Bliss, Secretary of State Ted Brown and Auditor James Rhodes.

Rep. Ayres brought a Washington contingent of congressmen. They were George Meader (R) of Michigan; James Battin (R), Montana; Harlan Hagen (D), California. Another guest was Sidney Yudain.

PITTSBURGH PROFESSIONAL—Robert J. Casey has been elected president of the Pittsburgh Chapter.

Casey is vice president in charge of Public Relations and Advertising at Western Pennsylvania National Bank, Pittsburgh. He succeeds Ken Eskey of the Pittsburgh Press.

Other new officers of the Pittsburgh Chapter are: Paul W. Houck, assistant to the publisher of the *Homestead Messenger*, vice president; Robert L. Schreiber of the University of Pittsburgh, secretary, and Ralph Brem, Pittsburgh Press, treasurer.



AMERICAN UNIVERSITY—Sigma Delta Chi national executive officer Warren K. Agee, columnist Drew Pearson, and newspaperman and novelist Allen Drury were guests of the American University Chapter at its annual banquet held recently on the university campus in Washington, D. C.

Using as his theme "Sigma Delta Chi Looks Ahead," Dr. Agee stressed the need for bringing the undergraduate and the professional chapters of SDX into closer harmony.

Mr. Pearson, nationally known for "The Washington Merry-Go-Round," discussed the suppression and playing down of news by both non-government organizations and by public servants with conflicts of interest. He decried the playing down by Government and Industry alike of certain information relating to our national defense posture—such as the suppression of news when our rockets and missiles fail, or when the Russian achieve a breakthrough. And, Mr. Pearson went on, the communications media are also often responsible for coloring or failing to report certain facts because they might tend to place in an unfavorable light the private interests controlling the particular communications outlet.

Mr. Drury discussed his novel, *Advise and Consent*, along with its stage and motion picture versions, and gave the audience a brief look at his forthcoming novel, *A Shade of Difference*.

The evening concluded with a question and answer period.

Left to right in the picture: Drury, Pearson, and Prof. H. D. Crawford, chapter advisor.

ATLANTA PROFESSIONAL—*The Pitchfork*, Marietta High School's newspaper, was named the high school newspaper of the year in the Greater Atlanta area recently by the Atlanta Professional Chapter.

Editor Marilyn Mayes accepted the award from Sigma Delta Chi committee chairman Bob Wallace, Jr., Publications Director at Georgia Tech. Other members of this year's judging committee were Ed Thomas of Southern Bell and Harvey Walters of the Georgia Press Association.

The other winners in the annual contest sponsored by the Atlanta Professional Chapter were Nancy Aaron of *The Howl*, Southwest High School, first place in news; Ila Lea Abernathy, also of *The Howl*, first place in features; John Kalmbach of the *Gamilacad*, Georgia Military Academy, first place in sports; and David Dantzler of the North Fulton Scribbler, first place in editorials. This year the news fraternity also awarded a special award to the Hapeville *Hornet* edited by Ann Wells for its consistently superior editorial pages. There were over 185 entries in this year's contest.

Bill Emerson, who was recently named a senior editor of *Newsweek*, acted as moderator for a panel of the winners in a discussion of journalism: 1961. Pat Kelly,

managing editor of the *Atlanta Journal*, was master of ceremonies for the meeting held at the Variety Club.

Warren Agee, national executive officer of Sigma Delta Chi, spoke at the April meeting.

ST. LOUIS PRO—Tom Richter, assistant to the president of the Automobile Club of Missouri, was re-elected to the presidency of the St. Louis professional chapter of SDX.

Five vice-presidents were elected. They are Clayton Byers, public relations director of the United Fund of Greater St. Louis, Robert T. Briggs, chief photographer of the *St. Louis Globe-Democrat*, James S. Flagg, a copy editor of the *St. Louis Post-Dispatch*, Roger J. Johnson, a news-writer at KSD Radio and KSD-TV, and Theodore Schafers, a reporter of the *St. Louis Globe-Democrat*.

Harold R. Colbert, Assistant Publisher of the Commerce Publishing Company was re-elected treasurer.

Jack Griffin, assignment editor of KMOX-TV was named secretary, succeeding Byers.

Chairman of the nominating committee was C. L. Kelliher, a reporter of the *St. Louis Post-Dispatch*.



CLEVELAND PROFESSIONAL—Ted Princiotto, *Plain Dealer* reporter, was elected president of the Cleveland Professional Chapter of Sigma Delta Chi at the Chapter's annual business meeting May 25. He succeeds Hoyt King of Central Press Association.

David Dietz of the *Cleveland Press*, Scripps-Howard science editor, was elected vice president. Re-elected were Secretary Arthur S. Bostwick and Treasurer Frank Drake.

Oliver C. Schroeder, Jr., professor of international law at Western Reserve University, newly returned from Israel where he was an observer at the trial of Adolf Eichmann, told the dinner meeting that "the real problem is connecting Eichmann to the activities described by witnesses so that he can be held criminally liable."

The chapter honored Lynn Heinzerling of *The Associated Press*, former Cleveland newspaperman who received the Pulitzer Prize for international reporting in 1960. With Heinzerling in London, where he is assistant chief of AP's bureau, a plaque was presented to his wife, Mrs. Agnes Heinzerling, by Arthur Bostwick, a former AP colleague of Heinzerling's.

The citation said the Chapter "proudly commemorates the awarding of the Pulitzer Prize to former Cleveland newspaperman Lynn Heinzerling of *The Associated Press*. The Chapter also wishes to recognize its special guest, Agnes Heinzerling, who through the years has exemplified the qualities of the ideal 'newspaper wife.'"



MILWAUKEE PROFESSIONAL—Edward W. Scripps II, national president of Sigma Delta Chi, signs a placard at the Milwaukee Press Club as Wayne Gaedtke (left) and Lucas G. Staudacher look on. Gaedtke, of the *Sentinel*, is a member of the executive board of the Milwaukee Professional Chapter, and Staudacher is president.

The dangers inherent in censorship, voluntary or otherwise, in any period short of all out war, Scripps said, are as great or greater than any threat to national security.

Scripps, vice president of Scripps-Howard newspapers, spoke at the May meeting of the Milwaukee chapter.

He referred to a suggestion by President John F. Kennedy that the press adopt self censorship of news affecting the national security.

"I would venture to say that through the years, and especially in recent months, the press of the United States has shown itself to be more responsible regarding release of information injurious to national security than this or past administrations," Scripps said.

Scripps said he thought that any voluntary censorship plan would tend to become permanent and could become non-voluntary.

NORTHERN CALIFORNIA PROFESSIONAL—The Northern California Chapter observed its 30th anniversary and honored an outstanding educator in American journalism at its quarterly dinner meeting May 23 at the San Francisco Press & Union League Club.

The Chapter's original charter, recently discovered in an old trunk, was dusted off and suitably framed for presentation by Lynn Bramkamp, first president and still an active Chapter member. Also attending were other members of the original founding gang of ten: Barney Kilgore, Bob Bottorff, Lloyd Hamilton, Jack Hodges, Tom Irwin, Norris James, Ken Kramer, Cliff Weigle, and Cal Wood.

In addition, tribute was paid to Dr. Chilton R. (Chick) Bush, retiring this year as head of the Stanford University Communications and Journalism department. Dr. Bush is conceded to have done more toward removing journalism training in the U. S. from the trade school class than any other educator.

National president E. W. Scripps II wired: "Sigma Delta Chi is indeed grateful for your contribution, not only to

our society but also to the journalism profession, and especially to those young people who perpetuate the high ideals of the journalism profession." Letters of commendation also were read from Warren Agee, SDX executive officer, and John Milton Hagen, founder and first president of the Stanford Chapter.

Chick Bush was initiated into SDX in 1925 at the University of Wisconsin, where he began his teaching. In 1938-39 he served as a National Executive Councilor and in 1939-40 as Second Vice-President and Director of Expansion. He originated several important changes in the character of the society, including the election of three Fellows annually, granting authority for professional chapters to initiate members, and the breakfast for faculty advisers at the annual convention of the Association for Education in Journalism.

He sponsored the resolution which resulted in a change in Webster's dictionary definition of the term "journalistic."

Chick Bush conceived of a journalism organization along the lines of the professional engineering societies, and Sigma Delta Chi steadily has been moving in that direction, the latest advance being recognition this spring by the Internal Revenue Service that SDX is a truly professional society.

Four new members were initiated into the Northern California Chapter: Henry Budde, publisher, the *San Francisco Progress*; Bernard Bour, editor, the *Asia Foundation* publications, San Francisco; John Healey, journalism department, California Polytechnic College, San Luis Obispo; and Rodney Guilfoil, *United Press International*, San Francisco.

The Chapter's annual scholarships to outstanding journalism students at the two Bay Area colleges with active undergraduate chapters went to Wilford Keener of San Jose State College and William Wong, University of California.

Francis Williams, the British editor and author, was the featured speaker, discussing President Kennedy's current request that the U. S. press impose self-censorship, revealed how England's newspapers police themselves.

CENTRAL OHIO PROFESSIONAL CHAPTER—The outstandingly successful workshop involving some 1500 High School journalists at Ohio University was discussed at the Board meeting and it was agreed to honor the School of Journalism at Ohio University with a special award for meritorious service.

The matter of awards was also discussed for recognizing outstanding contributions to the field of journalism locally, nationally, and also student awards. President Haskell Short named John Terry, Harold Reed, and Harold Lusk to the Committee.

Bill Oertel, Jim Pollard, and Norm Dohn were designated as a committee to submit to the National Headquarters Historical Site Committee the name of William Maxwell, the first printer of the Northwest Territory at Cincinnati, to recognize Maxwell and Ohio as a historical site.

FORT WORTH PROFESSIONAL—The results of the 1960 competition in professional news contests was announced by the chapter officers. The winners are as follows:

SPOT NEWS: Phil Record, Fort Worth *Star-Telegram*, first place, and Carl Freund, Fort Worth *Press*, 2nd place. **FEATURES:** Blair Justice, *Star*, 1st.; Marshall Lynam, *Star*, 2nd.

EDITORIALS: Jimmie Cox, *Star*, 1st; Delbert Willis, *Press*, 2nd. **INVESTIGATIVE REPORTING:** Carl Freund, 1st; Kent Biffle, *Press*, 2nd. **SPORTS STORIES:** Jim Trinkle, *Star*, 1st; Charlie Modesette, *Press*, 2nd. **NEWS PHOTOS:** Gene Gordon, *Press*, 1st and 2nd prizes. **SPORTS PHOTOS:** Gene Gordon, 1st; Joe McAulay, *Star* 2nd.

All first place winners received \$100 and a trophy, and second place winners received \$50. The money comes from the annual Gridiron Dinner, sponsored by the Fort Worth chapter.

Check or Byline?

(Continued from page 8)

and I discussed this point about money being the only important motive for writing. I said that she did not write her reviews for the money at all. For one thing, she did not need to, for her regular job with a big national magazine paid her exceedingly well. She admitted this, but insisted that she did her reviewing only for the money. Finally, she acknowledged that if her by-line were not used she wouldn't bother to do the work at all. Thus, I think, she proved my point that prestige and influence are more important than money to her.

Then there is the article writer for *Life* who also contributes critical essays frequently to *The New Yorker*. He, like several other staffers at Time Inc., once told me that he had asked to be transferred off the *Time* magazine staff to the other Time Inc., publication because he could not any longer stand the anonymity of the work on the news-magazine, even though it pays the top salaries among these publications. He and several of the others who have made such shifts in recent years are successful professional writers.

- The professional who doesn't care a whit if his writings are printed may not be concerned because he looks upon writing only as self-expression, as a sort of catharsis. This philosophy is held more by painters and sculptors than by writers; in any case, it cannot explain my friend Chuck's position because it holds for writers of purely creative work but hardly for producers of non-fiction.

The person who assembles a collection of facts, like an article, is doing so not only to rid himself of his information and ideas but also to communicate them. What would be the logic of spending your life writing articles, each of which might be seen—as in Chuck's case—by as many as 22,000,000 readers unless you *wanted* those readers to see them?

The professional who is indifferent to publication is not so much of the artist as the one who retains a concern for it. He may be a first class craftsman, but he is not an artist. I have known carpenters who never lost interest in the houses they helped build and who still look with pride at a desk they made for some one years ago. Surely the professional writer can have as much pride in his work as that. If he

BEHIND THE BYLINE

The author of seven books and co-author of six others, **Roland E. Wolseley** is chairman of the magazine practice department at Syracuse University. He was graduated from Northwestern University in 1928 and received a master of science degree in 1934. He taught at the Medill School of Journalism at Northwestern University for ten years before going to Syracuse. In 1951 he served as a visiting professor of journalism at Nagpur University in India and in 1952-1953 he established a school of journalism there. He received an honorary degree of Doctor of Letters from Albright College in 1955. He is a member of the Advisory Council of the Committee on Education of the National Business Publications.

ignores publication, might it not be that he has little respect for what he has produced?

If he allows himself to do so, the beginning writer can become so calloused and crass that he thinks of his writing as on a par with stamping out auto hub caps. If he does that I think he cuts out much of the adventure and all of the fun of writing.

How important publication can be was illustrated just the other day. One of the university's associate professors,

an expert in industrial engineering, decided several years ago to learn to write for more than the technical publications of his field. In one of our classes he completed an article which last fall appeared in *America*, a small but influential magazine of ideas and literature. He was invited to write another on the same subject for another not widely-known publication.

Before he had gotten that done came a tremendous dividend on his writing: He was invited to become head of the department in his field and accept a promotion to a full professorship at another university. Had he been aiming only for big money from the major national magazines—which had turned down the piece—and been indifferent to *America* because it pays so little, the new life he is about to begin in his teaching might never have been opened to him.

JOURNALISM AWARDS

In the annual awards issue the winner of the Frank Luther Mott Award of Kappa Tau Alpha was not received in time to be included. This year's award for the best piece of research in the field of journalism was given to Leonard W. Levy of Brandeis University for his book "Legacy of Suppression."

What do you know about newspapers

From Editor & Publisher, July 1, 1961, Page 9:

TV SHOW PACKAGERS 'IN JOURNALISM TO STAY'

The famous TV production team of Mark Goodson and William Todman are in the newspaper publishing field in a big way with purchase of four dailies. In association with Ralph McA. Ingersoll, they have acquired the *Pawtucket (R. I.) Times*, *Elizabeth (N. J.) Journal*, *Trenton (N. J.) Trentonian*, and the *Chester (Pa.) Delaware County Daily Times*. The pattern for their operations in journalism being established by this highly successful team makes interesting reading in this E & P exclusive.

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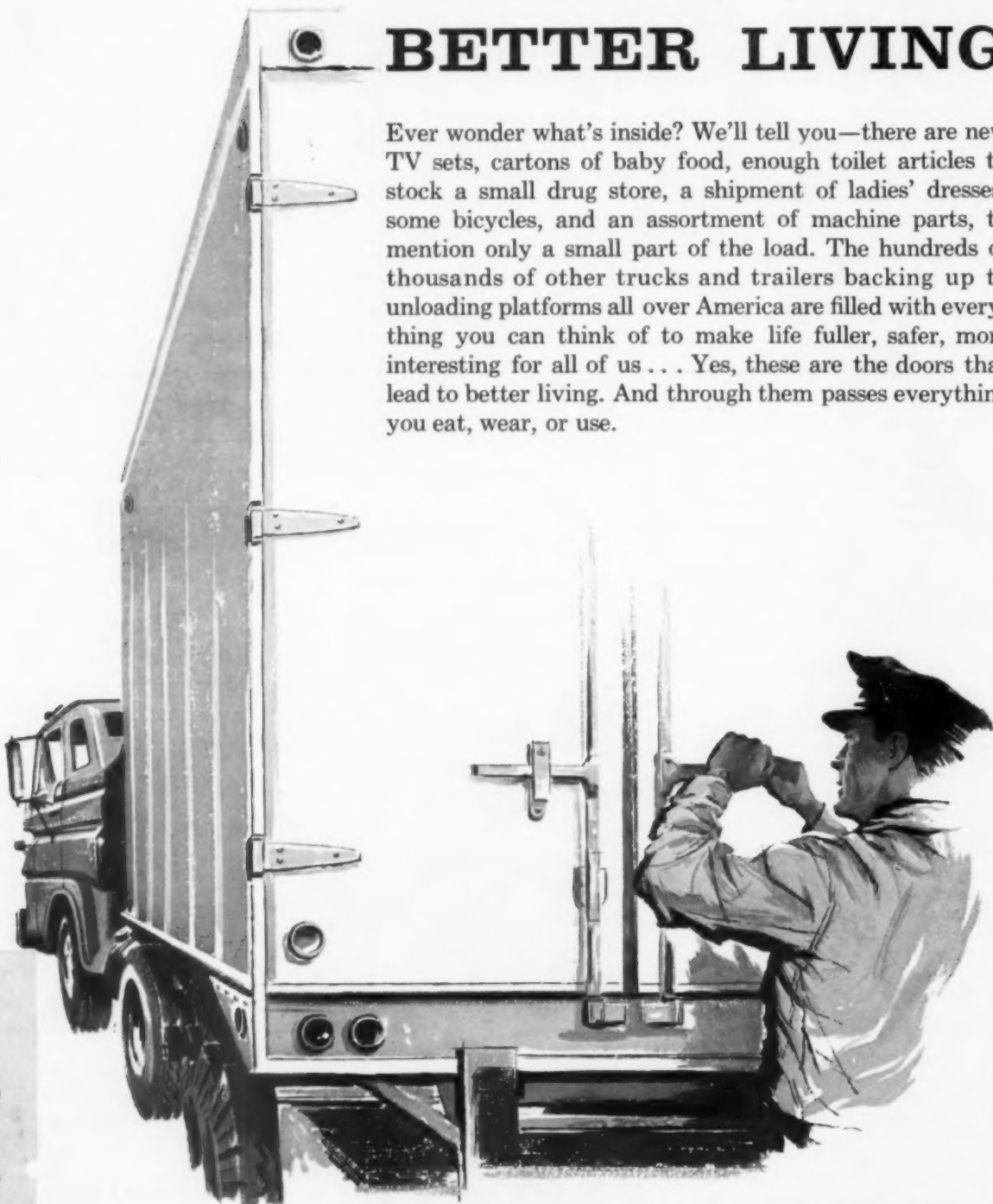
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